City of Alpharetta
2035 Comprehensive Plan

Community Agenda

Prepared for:

City of Alpharetta
Alpharetta, Georgia

Updated/Amended January 2017

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Community Participants

City of Alpharetta stakeholders and more than 100 people from the community attended workshops and meetings over a 6 month period of time.

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Eric Bosman, AICP
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TABLE OF CONTENTS

ACKNOWLEDGEMENTS ..... **II**
ADOPTION RESOLUTION ..... **IV**
INTRODUCTION **1**
Purpose and Scope 1
Why We Plan 2
Community Participation and Plan Development 2
Document Summary 5
PART 1: CITYWIDE FOCUS **7**
Vision Statement 8
Vision Themes 8
PART 2: CHARACTER AREA FOCUS **27**
Character Area Based Planning Overview 27
Character Area Policy 30
Future Development Map 70
PART 3: IMPLEMENTATION **86**
Implementation Tools 86
Short Term Work Program 80
Policy Statements 83
Plan Maintenance 85
APPENDIX **91**

LIST OF MAPS AND TABLES

Map 1: Future Development Map 70

Table 1: Character Area Design Principles Matrix 72
Table 2: Future Land Use and Zoning Matrix 73
Table 3: Quality Community Objectives/Character Area Analysis Matrix 85
Table 4 Short Term Work Program 2017-2021 81
Table 5: Report of Accomplishments 87
Table 6: Estimated Quantities of Land Area by Future Land Use Classification 91

THE CITY OF ALPHARETTA GEORGIA

RESOLUTION NO. 1875

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA FOR AN AMENDMENT TO THE COMPREHENSIVE PLAN 2035.

WHEREAS, the City of Alpharetta adopted the 2035 Comprehensive Plan update on January 9, 2017; and

WHEREAS, the City of Alpharetta proposes amendments to the Downtown Activity Center, Kimball Bridge Activity Center and Old Milton Parkway Corridor character areas in order to clarify the vision for redevelopment of existing residential neighborhoods in the Downtown Overlay; and

WHEREAS, the City of Alpharetta proposes adding language to the Downtown Activity Center, Kimball Bridge Activity Center and Old Milton Parkway Corridor character areas that redevelopment of existing residential areas in the Downtown Overlay is to occur as part of a larger land assembly as opposed to a piecemeal, lot-by-lot approach; and

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby approves the amendments to the Comprehensive Plan 2035.

SO RESOLVED this 6th day of March, 2017.

CITY OF ALPHARETTA

By: _____
David Belle Isle, Mayor

COUNCIL MEMBERS

Attest:
City Clerk

Adoption Resolution

THE CITY OF ALPHARETTA GEORGIA

RESOLUTION NO. 1866

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA FOR THE ADOPTION OF THE COMPREHENSIVE PLAN 2035 UPDATE, THE SHORT TERM WORK PROGRAM AND THE 2016 CAPITAL IMPROVEMENTS ELEMENT ANNUAL UPDATE.

WHEREAS, in order to maintain its Qualified Local Government (QLG) status, the City of Alpharetta must periodically update its Comprehensive Plan and Capital Improvements Element documents; and

WHEREAS, the City of Alpharetta followed the prescribed procedures for public hearing, plan adoption and other requirements identified in the Rules of the Georgia Department of Community Affairs Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning; and

WHEREAS, the City Council approved the 2016 Capital Improvements Element Annual Update and authorized transmittal to the Department of Community Affairs and the Atlanta Regional Commission on May 16, 2016; and

WHEREAS, the City Council approved the Comprehensive Plan 2035 Update and authorized transmittal to the Department of Community Affairs and the Atlanta Regional Commission on June 20, 2016; and

WHEREAS, the City of Alpharetta Comprehensive Plan 2035 was found to be in compliance with the requirements and standards of Chapter 110-12-1 by the Georgia Department of Community Affairs and the Atlanta Regional Commission; and

WHEREAS, the City of Alpharetta 2016 Capital Improvements Element Annual Update was found to be in compliance with the Development Impact Fee Compliance Requirements and the Minimum Standards and Procedures for Local Comprehensive Planning.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby adopts the Comprehensive Plan 2035 Update, the Short Term Work Program and the 2016 Capital Improvements Element Annual Update.

SO RESOLVED this 9th day of January, 2017.

CITY OF ALPHARETTA

CITY OF Alpharetta, GEORGIA
By: Mayor

Council Member
Council Member
Council Member
Council Member
Council Member
Council Member

Attest: City Clerk

RESOLUTION NO. 1805

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA TO APPROVAL AN UPDATE TO THE 2030 COMPREHENSIVE LAND USE PLAN

WHEREAS, the Georgia Planning Act of 1989 requires local governments to keep their comprehensive plans current in order for the plans to be used for policy guidance and as management tools for daily decisions,

WHEREAS, the City of Alpharetta followed the prescribed procedures for public hearing, plan adoption and other requirements identified in the State of Georgia Minimum Standards and Procedures for Local Comprehensive Planning; and

WHEREAS, the public hearing was advertised in order to notify the public and provide the opportunity for public input;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby adopts the updated 2030 Comprehensive Land Use Plan process:

SO RESOLVED this 28th day, of September 2015.

CITY OF Alpharetta

By: _____
David Belle Isle, Mayor

COUNCIL MEMBERS

_____

_____

_____

_____

_____

_____

Attest:

_____
City Clerk

2015 AMENDMENTS

The 2015 Downtown Master Plan is incorporated by reference and should be consulted for additional details and information related to the character areas identified below.

PART 2: CHARACTER AREA FOCUS

Central Neighborhoods....34
Old Milton Corridor....44
North Main Corridor....51
South Main Corridor....53
Downtown Activity Center....57
Kimball Bridge Activity Center....63
Future Development Matrices....73

Alpharetta
GEORGIA · USA

RESOLUTION NO. 1848

A RESOLUTION OF THE CITY COUNCIL OF ALPHARETTA FOR THE ADOPTION OF THE COMPREHENSIVE PLAN 2035 AND THE SHORT TERM WORK PROGRAM.

WHEREAS, in order to maintain its Qualified Local Government (QLG) status, the City of Alpharetta must periodically update its Comprehensive Plan document; and

WHEREAS, the City of Alpharetta followed the prescribed procedures for public hearing, plan adoption and other requirements identified in the Rules of the Georgia Department of Community Affairs Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning; and

WHEREAS, the City of Alpharetta Comprehensive Plan was found to be in compliance with the requirements and standards of Chapter 110-12-1 by the Georgia Department of Community Affairs and the Atlanta Regional Commission;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Alpharetta hereby adopts the Comprehensive Plan 2035 and the Short Term Work Program.

SO RESOLVED this 20th day of June, 2016.

CITY OF ALPHARETTA

By: _____
David Belle Isle, Mayor

Council Member

Council Member

Council Member

Council Member

Council Member

Council Member

Attest: _____
City Clerk

INTRODUCTION

Introduction to the Community Agenda for the City of Alpharetta, Georgia

Located in Fulton County within the Atlanta-Marietta-Sandy Springs-GA Metropolitan Statistical Area (MSA) and in close proximity to important regional cities and other job centers, Alpharetta is on track to become the premier community in Georgia. In an effort to meet the community's future needs, Alpharetta coordinated the efforts of citizens, elected officials, professional leaders, property owners, and major employers to create a community vision for the future that will be guided by the City of Alpharetta 2035 Comprehensive Plan – Community Agenda.

PURPOSE AND SCOPE

The Community Agenda represents the community vision, goals, policies, primary issues and opportunities that the community has chosen to address, and a plan of action for implementation. In addition, it outlines desired development patterns and supporting land uses with a future development guide for the city.

The Community Agenda serves the purpose of meeting the intent of the Georgia Department of Community Affairs' (DCA) "Standards and Procedures for Local Comprehensive Planning," as established on May 1, 2005. Preparation in accordance with these standards is an essential requirement in maintaining status as a Qualified Local Government (QLG). QLG status allows communities to be eligible for state assistance programs.

The Comprehensive Plan also includes the Community Participation Program, Community Assessment and Analysis of Supporting Data. These two separate reports were prepared prior to the development of the Community Agenda. These documents provide a preliminary look at the issues and opportunities, areas requiring special attention and an analysis of existing development patterns that include recommended "Character Areas."

COMMUNITY SNAPSHOT

POPULATION TRENDS

Year	City of Alpharetta	Fulton County	Atlanta Region
1990	13,002	648,951	2,513,612
2000	34,854	816,006	3,429,379
2010	57,551	920,581	4,107,750

Source: U.S. Census Bureau

GROWTH RATES

2000-2010	City of Alpharetta	Fulton County	Atlanta Region
% Change	65.1%	12.8%	19.8%
Ave. Annual	5.1%	1.2%	1.8%

Source: U.S. Census Bureau

POPULATION PROJECTIONS

Year	City of Alpharetta
2015	62,577
2020	67,494
2025	72,638
2030	77,035
2035	82,427

source: City of Alpharetta Community Development Department 2011

Why We Plan

Comprehensive planning is an important management tool for promoting a strong, healthy community. A comprehensive plan provides a vision, clearly stated and shared by all, that describes the future of the community. It protects private property rights and also encourages and supports economic development. The plan can be used to promote orderly and rational development so the city can remain physically attractive and economically viable while preserving important natural and historic resources.

The comprehensive plan provides the basis to become more certain about where development will occur, what it will be like, when it will happen, and how the costs of development will be met. It provides a tool for the community to achieve the development pattern it desires, addressing factors such as traditional neighborhoods, infill development, creating a sense of place, providing transportation alternatives, permitting mixed uses, protecting natural resources and encouraging economic growth.

Planning also helps the city invest its money wisely in infrastructure such as roads, water and sewer service, parks and green space, and other facilities to maintain and improve the quality of life for the residents of the city.

The Community Agenda represents these and additional ideas discussed during the public participation process. The Community Agenda does not restate the data included in the Community Assessment. Instead, it lists prioritized issues and opportunities, a community vision that includes goals, policies and strategies organized by Vision Themes, a Future Development Guide that describes desired development with the Future Development Map, Character Area Policy, and Character Area Implementation Strategies, and an Implementation Program that prioritizes and assigns costs and responsible parties to the strategies presented throughout the plan.

WHY WE PLAN

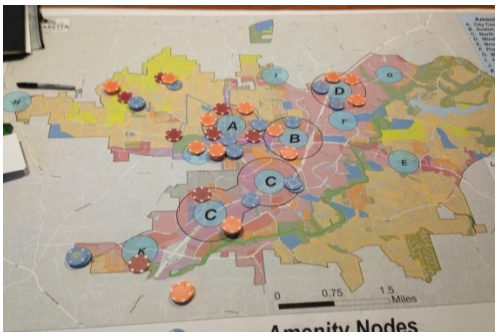
- Maintain a high standard for protecting natural and cultural resources
- Promote desired patterns of development
- Facilitate economic development
- Accommodate a range of housing and transportation options
- Prioritize capital expenditures
- Enhance quality of life

Visioning Workshop February 2016

Community Participation and Plan Development

Creating a functional comprehensive plan begins by defining a common vision for the future development of the community. A community vision is the overall image of what the community wants to be and how it wants to look at some point in the future. It is the starting point for creating a plan and actions to implement the plan. A successful visioning process requires meaningful participation from a wide range of community stakeholders.

Alpharetta residents, property owners, business owners and other stakeholders contributed to the production of the Community Agenda. Due to the participation involved in developing the plan, the Community Agenda should generate local pride and enthusiasm about the future of the city – encouraging citizens to remain engaged in the development process in order to ensure that each local government implements the plan.



Visioning Workshop in March 2016

Visioning Process

The Visioning Process, or citizen participation process, for the City of Alpharetta 2035 Comprehensive Plan included multiple layers of participation from the residents and stakeholders. A Kick-Off Meeting, Visioning Workshops, Public Workshop, and Public Hearings at Mayor and City Council meetings provided opportunities for input. In addition, a Steering Committee added considerable input into the planning process.

Kickoff Meeting

The Kick-Off Meeting took place in January 2016 at City Hall. Information was given at the meeting and made available for wider distribution by posting the survey on the project website. Responses received by the consultant team helped supplement and expand the list of preliminary issues and opportunities presented in the Community Assessment.

Visioning Workshops

Participants provided their input on the future of Alpharetta during the four workshops held during February and March 2016 at two locations throughout the city. Workshop attendees participated in prioritization exercises, facilitated discussion and one-on-one conversations with the planning team.

Visioning Workshop participants prioritized and contributed to a list of preliminary issues and opportunities identified during preparation of the Community Assessment and discussions with the Steering Committee. The exercises organized information into the following categories: Economic Development; Natural, Historic and Cultural Resources; Housing; Transportation; Community Facilities and Services; Land Use; and Intergovernmental Coordination.

Participants also provided input during facilitated mapping exercises where they identified specific areas related to Issues, Assets, and Dreams in the community as well as provided input specifically related to the recommended character areas and the future development pattern.

Public Workshop

The Public Workshop was held in early June at Alpharetta City Hall. Participants had the opportunity to review the input from the four Visioning Workshops that included a preliminary list of Goals and Policies related to the Community Vision and the framework for the Future Development Guide. Presentation of the Future Development Guide included summaries of the proposed character areas and a conceptual Future Development Map. Feedback on the information presented was provided to the consultant team through one-on-one conversations, a facilitated group discussion, and comment forms provided to participants.

Public Hearings

The "final draft," which included minor updates based on input received from the staff, and public in attendance at the Vision

VISIONING MILESTONES

Kickoff Meeting

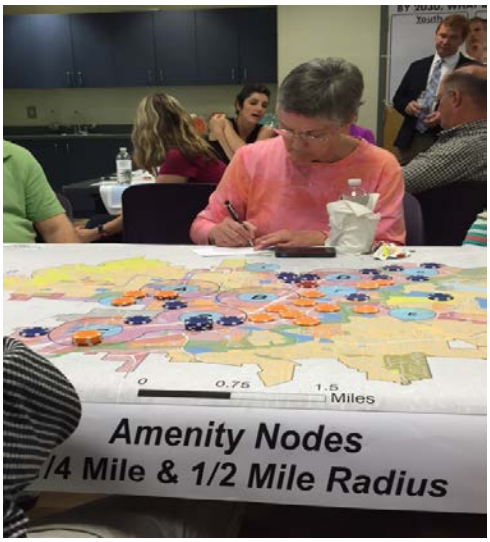
- City Hall
  January 25, 2016

Visioning Workshops

- City Hall
  February 16 (Evening)
- YMCA
  February 25 (morning)
- YMCA
  March 16 (morning)
- City Hall
  March 24 (evening)

Public Workshop

- Alpharetta City Hall
  June 2, 2016



Public Vision Workshop March 2016

Workshops along with input from the Steering Committee, was presented at regularly-scheduled meetings of the Mayor and City Council. The meetings included public hearings providing opportunities for stakeholders to offer additional input. Following the public hearings, the Mayor and City Council adopted a resolution authorizing the transmittal of the Community Agenda to ARC and DCA for review.

Steering Committee

In addition to meetings designed to solicit input from the general public, the planning team also organized the Steering Committee that provided important input and feedback into the planning process. The committee included residents from various parts of the city as well as local business and representatives of special populations. Meetings were facilitated by the planning consultant team and supported by City of Alpharetta staff.

The committee assisted in defining the prioritized issues and opportunities, defining Character Areas and preparing the Implementation Program. Committee members also reviewed drafts of plan components at various points during its development and provided critical feedback and insight based on their experience dealing with the important issues facing the cities on a daily basis. Involvement of staff members was crucial since these staff members will be coordinating the execution of many of the strategies identified in the Implementation Program or administering polices defined in the plan. The committee members held a total of three meetings during the planning process.

ALPHARETTA

Comprehensive Plan Update
Steering Committee Meeting #1
February 9, 2016

AGENDA

1. Welcome and Introductions
2. Process and Schedule Overview
3. Questions and Discussion
   - Key Issues/Priority Topics for Comprehensive Plan Update
   - Review 2030 Plan Policy Statements and Goals
   - Discuss 2030 Plan Character Area map
4. Next Steps

Steering Committee meeting held in March 2016

DOCUMENT SUMMARY

The sequence of chapters in the Community Agenda is structured to implement the vision, goals, policies and strategies contained within each section and to answer the questions "Where do we want to be in 20 years?" and "How do we get there?". The Community Agenda is structured into the following parts:

- Part 1: Citywide Focus
- Part 2: Character Area Focus
- Part 3: Implementation

Part 1: Citywide Focus

The Citywide Focus reflects the community's citywide vision for growth and development for the next 20 years. This vision, which was developed with an extensive public visioning process, is defined by Vision Themes. The **Vision Themes** organize a series of primary issues/opportunities, goals, policies and strategies that address specific areas of focus. The Vision Themes are: Economic Development; Natural, Historic and Cultural Resources; Housing; Transportation; Community Facilities and Services; Land Use; and Intergovernmental Coordination. The primary issues/opportunities represent important topics discovered during the analysis of existing conditions (Community Assessment) and supplemented and prioritized during the Visioning Process. Included in each vision theme is a series of Goals, Policies and Strategies. The Strategies are used to create the Implementation Program chapter.

Part 2: Character Area Focus

A Comprehensive Plan is a general policy document used to guide the physical development of a community. Character Area Focus is the future development guide that defines the city's desired development patterns and guides future decision-making related to the physical development of the city. It also includes the Quality Community Objectives pursued by each Character Area. Character Area Focus is comprised of two sections: Character Area Policy and Implementation Strategy and Future Development Map.

The **Future Development Map** section presents the Future Development Map. The Future Development Map identifies the location of Character Areas and clarifies where and what type of development should occur.

The **Character Area Policy** and **Implementation Strategy** section describes the intent, general characteristics, application, primary land uses, appropriate zoning districts and design principles for each Character Area, which are areas with unique quality worth preserving or areas that have been identified with the potential to develop into something new or different. This section also identifies specific, actionable strategies intended to achieve the desired development patterns described by the Character Areas.

Part 3: Implementation

Implementation identifies specific actions necessary to achieve the community's vision. This chapter incorporates the strategies presented within Parts 1 and 2 into a plan of action. Implementation includes ordinances, programs, community improvements or investments, additional plans or studies, administrative systems and financing arrangements or other initiatives to be put in place to implement the comprehensive plan. The Short-Term Work Program prioritizes the strategies presented throughout the comprehensive plan to be implemented over the next five years and assigns responsible parties, identifies potential funding sources, and provides a timeline for completion of each. Part 3 also details the specifics of maintaining the comprehensive plan. Maintenance of the plan includes major and minor plan amendments, updates of the plan, or required periodic updates of the Community Agenda. Finally, Part 3 includes the Report of Accomplishments, which highlights actions completed by the city since submittal (to ARC/DCA) of its most recent STWP.

PART
1

CITYWIDE FOCUS

Presenting the Community Vision Statement and Community Vision Themes for the City of Alpharetta

In order to implement the community's vision of the future, the comprehensive plan should be guided by a decision-making framework related to growth and development. This plan is based on the community's **VISION** for growth and development over the next 20 years. Developed with input from citizens, elected officials, and community stakeholders, the vision focuses attention on the future of the community and defines the ideal image of what the City should be in the future.

To achieve the community vision, **GOALS** are developed to help define the desired future state of the community. Goals also provide guidance related to the long-term decision making of the community.

Because goals are typically related to big picture ideas and a long-term view of development, **POLICIES** are used to guide everyday decisions related to achieving the community vision. Policies are more specific than goals and provide measurable actions. Policies are represented in this plan by the policy statements presented in this chapter, the Character Area Policy narrative, and the Future Development Map.

In order to accomplish the vision, goals and policies of the community, **STRATEGIES** are created. Strategies are specific action steps that when completed should implement the vision, goals, policies of the community. Strategies are represented in this plan by the Character Area implementation strategies and the strategies associated with goal and policy statements presented in the Community Vision chapter. They are further described in Part 3: Implementation.

Part 2: Citywide Focus, which was developed with an extensive public visioning process described in the Introduction section, uses the following sections to organize the community's overall vision for the future.

- The **Vision Statement** describes the overall idea of what the community desires to be in the future.
- The **Vision Themes** organize a series of goals, policies and strategies that address the community's issues and opportunities.

VISION STATEMENT

The Community Vision Statement is a formal description of what the community wants to become. Input from stakeholders gathered during the visioning process (see Introduction) forms the basis for the Community Vision Statement. Vision Themes presented along with the presentation of the Community Vision Statement in the following pages and Part 2: Character Area Focus tie these descriptions of a desired future to specific goals, policies and strategies.

Our Community Vision is to advance Alpharetta as a Signature City by…

- Offering the highest quality of environment for our residents of all ages - and businesses;
- Developing key nodes of the City to focus growth and create multiple scales of activity while preserving the character of established single-family neighborhoods;
- Encouraging an emphasis on arts and culture in our community;
- Fostering strong sense of community including dedicated greenspace, multimodal connectivity, safety and security; and
- Providing a business climate that attracts the top echelon companies.

VISION THEMES

The Vision Themes organize primary issues/opportunities, goals, policies and strategies. The goals, policies, and strategies were developed to address the primary issues and opportunities. Vision Themes represent the ideas and concerns of participants in the planning process and narrow the big picture vision to specific strategies that aim to make the Community Vision a reality. The themes presented are:

- Economic Development
- Land Use
- Transportation
- Housing
- Natural, Historic and Cultural Resources
- Community Facilities and Services
- Intergovernmental Coordination

In addition to providing a structure to help achieve the community's vision, the vision themes are also used to support the Quality Community Objectives (QCO) as set forth by DCA (see Chapter 2 for the QCO list).

Economic Development

Primary Issues and Opportunities

Few attractions for residents and visitors – While Alpharetta attractions such as Big Creek Greenway, Verizon Wireless Amphitheatre at Encore Park, and the regional shopping destination anchored by North Point Mall provide opportunities for residents and visitors most choose to leave the city for a wider range of entertainment and cultural attractions offered in other parts of the metro area.

Proliferation of corporate chains and lack of "mom and pop" businesses – Residents enjoy the convenience offered by Alpharetta's array of choices for shopping and dining, but they also desire more locally-owned, "mom and pop" businesses unique to Alpharetta that would add variety, charm and local flare and enhance the city's economy and sense of community.

Life-cycle of retail space – Success as a regional retail center has brought Alpharetta great value over the last two decades. Although new retail space is still available, older centers are now facing the prospect of redevelopment. Opportunities exist to repurpose older centers or create second generation spaces within existing retail areas. In addition, vacant properties provide an opportunity for creative economic development efforts by serving as flex space for offices, artist studios, business incubators, etc.

Unappealing Main Street/GA-9 gateways – The development character of the underperforming commercial properties fronting South Main Street/GA-9between Downtown Alpharetta and the Roswell city limits is not in keeping with the city's otherwise nicely-maintained, clean, attractive streetscapes.

Demographics of economic importance – The professional workforce that is currently in the 20s to 30s age cohort is the key demographic for the future of economic growth in Alpharetta. To remain an attractive community for this demographic group, the city must accomplish key transformations such as creating a strong, active and viable downtown that provides desired local amenities and character.

Regional nature of infrastructure – Due to the nature of environmental systems and the level of development across north Fulton County, key infrastructure systems such as that for stormwater must be planned and developed in a regional fashion. The regional approach to water-related infrastructure such as supported by the Metropolitan North Georgia Water Planning District (MNGWPD) will result in major long term cost savings, opportunities for development of amenities as byproducts of infrastructure development, and an overall higher quality of life.

Desire to maintain high standard for quality of life – Alpharetta's residents have expressed a strong desire to maintain a high quality of life in the city. This demonstrated commitment continues to make the city attractive to potential new residents, visitors, businesses and employers.

Regional corporate office leader – Despite some losses during the economic downturn, Alpharetta remains a solid regional employment center, with more than 19.3 million square feet devoted to office use; 37.5% of all office space in North Fulton County. Of that, 63% is considered "Class A" office space.

Regional retail center – Alpharetta has 29% of all retail space in North Fulton County, approximately 8.24 million square feet. This existing, established retail base provides a platform for economic growth.

Master plan to guide economic development underway – The City has an economic development plan that includes a proactive strategy to guide business recruitment and economic expansion.

College campuses – Georgia State University, Reinhardt College, DeVry Institute of Technology, and Georgia Perimeter College each have campuses in Alpharetta, providing area residents with convenient opportunities to pursue educational goals and improve job skills. Students travel to Alpharetta from throughout the region, which provides an economic impact to the city, as well.

Presence of local economic development advocates – There are several development agencies and authorities working on behalf of Alpharetta to support strategic economic development, including the City's Office of Economic Development, Alpharetta Development Authority, Greater North Fulton Chamber of Commerce and the Development Authority of Fulton County. Acting in a coordinated and proactive manner, these established economic development advocates give Alpharetta an advantage in the competitive field of corporate and business recruitment.

Goals, Policies and Strategies

ED Goal: Strengthen and sustain the economic base of Alpharetta.

ED Policy 1: Maintain a highly viable, growing and attractive downtown.

- ***ED Strategy 1.1:*** *Fully implement the Downtown Master Plan.*
- ***ED Strategy 1.2:*** *Complete annual updates to the Downtown Master Plan during regular public meetings to ensure consistency of the plan with community needs and goals.*
- ***ED Strategy 1.3:*** *Encourage continued investment in historic downtown through façade grants and other incentives.*
- ***ED Strategy 1.4:*** *Coordinate with the Downtown Alpharetta Business Association on downtown marketing efforts.*
- ***ED Strategy 1.5:*** *Maintain community-oriented foot patrol policing for Downtown Alpharetta.*
- ***ED Strategy 1.6:*** *Continue to pursue designation as Georgia Main Street Community and develop annual work plans to guide downtown development initiatives within the framework of the national Main Street approach to revitalization.*

ED Policy 2: Attract highly-skilled and professional-level employment to corporate and industrial development areas while also focusing efforts to retain and grow existing quality businesses.

- ***ED Strategy 2.1:*** *Continue to promote a technology forum to encourage an environment of innovation, build linkages between technology companies with a presence in the community, and attract new technology firms.*
- ***ED Strategy 2.2:*** *Continue to maintain the City's economic development action plan to ensure consistency with overall community objectives and needs.*
- ***ED Strategy 2.3:*** *Implement a business calling and retention program to encourage existing quality businesses to remain and grow in the city.*
- ***ED Strategy 2.4:*** *Research the critical employment age group of 20 to 40 years and establish planning and change strategies appropriate to make Alpharetta an attractive place to live.*

ED Policy 3: Continue to attract quality retailers for commercial areas throughout the city.

- ***ED Strategy 3.1:*** *Provide mobility options such as improved public and private transportation for the retail and service employees who work in commercial centers.*
- ***ED Strategy 3.2:*** *Support the development of locally-owned, unique shopping, dining and entertainment opportunities.*

- ☞ ***ED Strategy 3.3:*** *Maintain a healthy and attractive retail environment that continues to draw expenditures from households outside the City of Alpharetta.*
- ☞ ***ED Strategy 3.4:*** *Continue to inventory all vacant, underperforming and distressed retail properties in order to inform the creation of targeted development strategies.*

ED Policy 4: Maintain a high aesthetic standard and enhance architectural quality.

- ☞ ***ED Strategy 4.1:*** *Maintain and enforce high aesthetic standards and appropriate architectural guidelines.*

ED Policy 5: Participate in regional efforts that support economic development.

- ☞ ***ED Strategy 5.1:*** *Coordinate with regional economic development partners and marketing efforts to the benefit of North Fulton.*
- ☞ ***ED Strategy 5.2:*** *Support regional efforts to solve environmental and infrastructure problems.*

Land Use

Primary Issues and Opportunities

Citywide sense of place and distinguishable character –Alpharetta is not a new city, however most existing single-family residential, retail commercial and office development is modern and auto-oriented. Though this is mostly high-quality development, it generally lacks the character-defining pedestrian scale, architectural diversity and civic spaces found in cities that develop more slowly over many decades. Alpharetta's commitment to a vibrant downtown area is highlighted by the City Center project which has infused $45 million in investment to redevelop 22 acres in the heart of the downtown area. The City Center includes a new Fulton County Library, 5-acre public park, town square and 450- space parking garage. The City Center project will result in a Main Street-styled, village-scaled district that will activate the east side of Main Street and has served as a catalyst for revitalization of the entire historic downtown area.

Downtown Development – As The City recognizes the importance of Downtown as the social, cultural, economic, and emotional "heart of the city", a Downtown Master Plan was adopted in 2015. The Master Plan seeks to leverage the City Center development and promote greater connectivity between major activity centers (City Center, Avalon, Wills Park, Thompson Street) while fostering greater economic sustainability. The Downtown Master Plan was developed to generate solutions to address Alpharetta's contemporary social, cultural, economic, and livability needs.

South Main Street corridor/greyfield redevelopment – The character of land uses along South Main Street/GA-9conflicts with the "Traditional Main Street" style desired for Downtown Alpharetta. The corridor's fast-food restaurants and other freestanding businesses, each with separated parking lots and curb cuts, form a pattern that undermines the corridor's vitality and pedestrian friendliness. Future Development should construct side or rear parking to allow for widened sidewalks.

These underutilized, under-performing structures generally lack the visual appeal necessary to seriously contend for tenants the community desires. A greyfield redevelopment approach, however, would provide an opportunity to create commercial and mixed-use centers that provide jobs. The section of South Main Street between Academy Street and Old Milton Parkway is part of the GA-9 corridor and falls within the review jurisdiction of the Design Review Board.

Shifting focus of growth away from annexation – Past comprehensive plans for Alpharetta assumed growth would continue via annexation into previously unincorporated areas of North Fulton County. However, no unincorporated areas remain in North Fulton County following the incorporation of Johns Creek and Milton. This change presents both a challenge and an opportunity to Alpharetta leaders. The city can now focus all of its long-range planning efforts on property within the existing city limits to plan for revitalization of aging commercial strips, creation of flex space for small business in underutilized shopping centers, and mixed use infill development or redevelopment in strategic areas.

Livable Center Initiative (LCI) study areas – The Community desire is to revise focus from a linear growth pattern to a cluster/nodal growth pattern that targets strategic development based on three node tiers: Tier 1) North Point; Tier 2) Old Milton/Avalon, Downtown, and Windward; and Tier 3) Brookside Station, Preston Ridge, Windward Plaza, Crabapple, Highway 9 at Windward, South Main Street, and Mansell Road. These tiers are presented in order of decreasing intensity, with North Point expected to receive the most intense and concentrated development in the future and the Tier 3 nodes to be developed as smaller scale, village-style hubs of activity that maintain the character of their surrounding area(s) and serve their adjacent residential communities.

The two most significant Alpharetta activity centers proposed for long range development and revitalization as mixed use centers are included in the Atlanta Regional Commission's Livable Centers Initiative program. The LCI program was established by ARC to encourage city and county governments in the Atlanta Region to plan and implement strategies that link transportation improvements with land use development strategies, with an overarching goal of creating sustainable and livable communities that complement regional development policies. North Point Activity Center LCI designation followed completion of the North Pont Activity Center LCI Study in 2007. ARC designated Downtown Alpharetta as an LCI area by grandfathering the Downtown Master Plan as an LCI. Designation qualifies each area for grant money that the City can use to implement each plan (e.g. transportation infrastructure improvements, preparation of specific development regulations/guidelines, etc.). Alpharetta and Milton jointly applied for LCI funding for a GA-9/North Main Street/Alpharetta Highway Corridor study, and the planning study was adopted in April 2012 which resulted in an LCI designation for that corridor. It documents the community vision and identifies public improvements for the North Highway 9 corridor in Alpharetta and Milton.

Design guidelines and Design Review Board – Design guidelines are in place to ensure new and infill development appropriately complements the character of the community. As development occurs over time, the application of these guidelines will result in high quality, higher value development. The Design Review Board reviews site plans, landscape plans, exterior elevations and materials, and exterior signage for development proposed within designated Interchange Areas of Influence (i.e. areas within 1,000 feet of a GA-400 interchange), Corridors of Influence (portions of Windward Parkway, North Point Parkway, West Side Parkway, Main Street/GA-9, Old Milton Parkway, Haynes Bridge Road and Mansell Road), and in Downtown. The exceptions within these areas are single-family detached residential developments, which are not subject to review by the Design Review Board. In addition, the City has contracted a Downtown Architect to review residential and commercial development within the Downtown area.

Coordinate land use and transportation planning – Coordination of land use planning with transportation planning will remain a critical need in Alpharetta's future. Development should be planned to reduce daily vehicle use, improve air quality, promote a transit-supportive infrastructure, create a pedestrian-friendly environment, improve roadway connectivity, and integrate mixed-use development. Alpharetta can implement the North Fulton Comprehensive

Transportation Plan with recommended transportation improvements that are coordinated with past and projected development trends

Goals, Policies and Strategies

LU Goal: Develop a land use pattern and structure that fully complements the vision of Alpharetta as a signature community in the region.

LU Policy 1: Encourage the continued revitalization and redevelopment of Downtown Alpharetta for culture, government, dining, residential, entertainment, and retail diversity.

- ***LU Strategy 1.1:*** *Continue to implement the vision detailed in the Downtown Master Plan.*
- ***LU Strategy 1.2:*** *Support improvements to Downtown that will result in a compact arrangement of retail and commercial enterprises with office, financial, entertainment, governmental and certain residential development, all designed and situated to permit internal pedestrian circulation.*
- ***LU Strategy 1.3:*** *Encourage residential uses in the Downtown at higher densities and in mixed use buildings in order to support the viability of Downtown.*
- ***LU Strategy 1.4:*** *Continue to encourage revitalization of Downtown through major streetscape improvements, landscaping, formal open spaces, and transportation network connectivity.*

LU Policy 2: Ensure that future land use and development decisions are consistent with the Comprehensive Plan and that such decisions promote social and economic well-being.

- ***LU Strategy 2.1:*** *Encourage and promote clean, high tech business activity that strengthens the economic base of the community and minimizes air and water pollution.*
- ***LU Strategy 2.2:*** *Promote development that is pedestrian-oriented and minimizes vehicular trips.*
- ***LU Strategy 2.3:*** *Encourage creative urban design solutions that improve physical character.*

LU Policy 3: Promote establishment of a compact urban area and assure the availability of utilities concurrent with development.

- ***LU Strategy 3.1:*** *Use infrastructure as a tool to guide development into locations where the land is most cost effective to service (i.e., accessible to police, fire, sewer and the urban road network).*
- ***LU Strategy 3.2:*** *When decisions are made about development densities, give due consideration to investments in infrastructure that have been made by the City.*
- ***LU Strategy 3.3:*** *Monitor the impact of new development and projected infrastructure capacities.*

LU Policy 4: Preserve and protect the quality of existing neighborhoods proactively through code enforcement and land use decisions that protect neighborhood integrity of these areas.

- ***LU Strategy 4.1:*** *Preserve residential estate properties in Northwest Alpharetta and the Big Creek Overlook community by maintaining development densities that are generally at much lower levels than that of the rest of the city (see Part 2: Character Area Focus Character Area*

Policy for detailed policy for each area). In addition, investigate opportunities to provide incentives through zoning, services, taxes, etc. to preserve the estate land use densities.

- ☞ ***LU Strategy 4.2:*** *Maintain code enforcement efforts to ensure that all residential, commercial and industrial properties are appropriately maintained in accordance with property maintenance codes.*

LU Policy 5: Require subdivision design that fosters a sense of community and promotes pedestrian mobility, community recreation and an abundance of public open space.

- ☞ ***LU Strategy 5.1:*** *Ensure that roads and sidewalks designed for new suburban neighborhood developments connect with adjacent established neighborhoods to provide connectivity to parks, greenspace, community amenities and commercial services.*

LU Policy 6: Support the success and expansion of employment centers.

- ☞ ***LU Strategy 6.1:*** *Support flexibility in employment centers that allows the potential for a corporate environment to include a mix of office uses and discreet warehouse/distribution facilities (typically accommodated to the rear of the buildings).*
- ☞ ***LU Strategy 6.2:*** *Designate major entranceways to the city, (the interchanges along GA-400) for office use in order to preserve the corporate business environment (as described in Part 2: Character-Area Focus for individual Character Areas).*
- ☞ ***LU Strategy 6.3:*** *Limit industrial land uses to light industry only.*

LU Policy 7: Ensure context-sensitive infill and redevelopment.

- ☞ ***LU Strategy 7.1:*** *Compile an inventory of vacant, tax delinquent, or government entity-owned properties that may be appropriate for infill development to enhance existing neighborhoods and encourage development in locations already served with supporting infrastructure.*
- ☞ ***LU Strategy 7.2:*** *Establish an Infill Development Guide and associated regulations to address appropriate site design standards for context sensitive infill development, allowing for accommodation of infill housing with building setbacks and minimum lots sizes that are compatible with surrounding homes.*

LU Policy 8: Support mixed-use neighborhood and community centers.

- ☞ ***LU Strategy 8.1:*** *Allow mixed use patterns that will create activity nodes in appropriate areas, as established by the Future Development Map, that provide jobs and services within walking distance of residences, preserve open spaces, and make public transportation more effective.*
- ☞ ***LU Strategy 8.2:*** *Focus regional-scaled, suburban, and big box commercial development into development and redevelopment nodes, rather than allowing commercial development along the full length of major corridors. In addition, promote development of smaller-scaled neighborhood centers as well as revitalization and enhancement of existing small-scale commercial centers.*
- ☞ ***LU Strategy 8.3:*** *Encourage owners/developers with large land holdings to plan for multiple land uses.*
- ☞ ***LU Strategy 8.4:*** *Establish varying levels of mixed use development densities, through overlay districts or other means, such that the highest densities of office, retail and residential development will be located along the GA-400 corridor.*

- ☞ ***LU Strategy 8.5:*** *Consider a Mixed Use Zoning classification for land areas less than 25 acres.*

LU Policy 9: Promote redevelopment of highway corridors into pedestrian-friendly, mixed use environments.

- ☞ ***LU Strategy 9.1:*** *Support a cohesive approach to providing retail sales and service nodes within the city, thereby avoiding strip commercial patterns along arterial routes; these nodes should be developed on a scale that is compatible with residential development and pedestrian access.*
- ☞ ***LU Strategy 9.2:*** *Define the boundaries of retail areas to avoid "retail creep" beyond designated retail areas.*
- ☞ ***LU Strategy 9.3:*** *Establish and maintain attractive gateway features at major entranceways into the city, including guidelines for future development.*
- ☞ ***LU Strategy 9.4:*** *Establish and maintain attractive gateway features at major entranceways into the city, including guidelines for future development.*
- ☞ ***LU Strategy 9.5:*** *Maintain the visual aesthetics of GA-400 by preserving and enhancing the tree buffer and prohibiting retail at the interchanges.*

Transportation

Primary Issues and Opportunities

Traffic congestion – The most vocal complaint that Alpharetta residents have about their city concerns its traffic congestion. Increased regional traffic and peak-period congestion are reducing the level of service of many of the city's arterial roadways. Congestion is aggravated by limited connectivity of secondary streets that increases the traffic burden on arterial roads, especially on the city's west side. The city's lack of cross-town routes also contributes to congestion.

GDOT plans for Main Street – Plans by GDOT to reduce congestion on GA-9 as it passes through Alpharetta currently include access management controls such as landscaped median, wider sidewalks, and fewer driveway entrances to individual properties. The plans also remove existing on-street parking.

Many residents and business owners in the area have expressed concern that these plans will do more harm than good. Most agree that improvements are needed for GA-9, but many prefer options that reduce the traffic volume rather than allow for a more continuous traffic flow. One option that has been discussed is that in the future GA-9 should be shifted from Main Street to Westside Parkway through the city, thus allowing for improvements on Main Street that would create a more walkable, vibrant town center.

Bicycle and pedestrian infrastructure – Alpharetta provides an expansive system of sidewalks and pedestrian paths that is a community asset. However, some areas of the city continue to lack sidewalks, or are crossed by wide roads that hamper pedestrian safety. As stated in the Alpharetta Recreation and Parks Master Plan, work is needed to connect the city's greenway and pedestrian system to schools, parks, neighborhoods, activity centers, and other civic attractions. Notably absent is a connection between Big Creek Greenway and Downtown Alpharetta. In general, residents expressed a strong desire to expand the greenway and provide more bike and pedestrian connectivity citywide. Bike lanes are available in some locations, but cyclists must still share the road along most of the city's corridors. Implementation of

bicycle/pedestrian recommendations from previous studies can enhance connectivity and transportation choice.

Public transit service – Though limited compared with many other employment centers of equal size in the Metro Atlanta region, MARTA provides bus service to retail and employment centers in Alpharetta, connecting workers and residents to the transit system via the North Springs MARTA Station in Sandy Springs. Expanded bus service and extension of MARTA transit to the North Point activity center would provide increased mobility and opportunities for mixed-use, transit-oriented development. Additional public transit access would provide those who live and work in Alpharetta with additional transportation choice while also reducing traffic on already-congested corridors.

Inter-parcel connectivity and access management – Recently improved corridors in the city are well-designed for access management and inter-parcel connectivity. The city's more mature corridors, however, have experienced increased peak-period traffic congestion, and sprawling unconnected development.

Comprehensive multi-modal transportation plan – ARC and North Fulton municipalities together prepared and adopted a comprehensive multi-modal transportation plan that addresses parking, traffic and transit, both at local and regional levels. Implementation of the projects recommended by this plan will provide some relief to the city's congestion problems and increase transportation mode choice.

Community Complete Streets –Alpharetta considers all modes of travel to accommodate all users of all ages and abilities as it maintains and enhances its transportation system. Policies adopted in the Alpharetta Green Community Ordinance; the Green City Resolution, the Comprehensive Plan 2025; the Comprehensive Transportation Plan, 2002; the Unified Development Code; as well as the LCI plans including the Downtown Development Plan, the Downtown Circulation Study, and the North Point Activity Center LCI Plan; all support and require augmenting the City's bicycle and pedestrian infrastructure, accommodating access to existing and future transit services while striving to facilitate safe and efficient passenger vehicle and freight movement. The City's engineering department requires private developers, City consultants, and City maintenance personnel to follow the latest state and national design guidelines and standards, promoting sustainable infrastructure in a context sensitive manor. Such guidelines and standards support vehicle and freight movement while accommodating alternative modes of travel. In addition, current standards require accommodating individuals with disabilities as well as the young and elderly. Furthermore, the City is actively working with the North Fulton CID as this business organization pursues Travel Demand Management programs and privately funded shuttle transit services.

Using CID to finance improvements – The NFCID supports the financing of much needed transportation infrastructure improvements within their designated boundaries, which in turn encourages private investment. Transportation projects needing state and federal funding become more competitive due to matching funds provided by the CID. The CID is positioned to continue to help solve transportation problems.

Goals, Policies and Strategies

T Goal: Provide a transportation system that continues to keep pace with growth and integrates various modes of travel in order to allow mobility options.

T Policy 1: Increase transportation accessibility and mobility.

- ***T Strategy 1.1:*** *Enhance connectivity to community destinations with a street network that expands route options for people driving, biking, walking and riding public transportation.*
- ***T Strategy 1.2:*** *Support transit friendly streets, bicycle routes and walkable communities that provide linkages to activity centers within the city.*
- ***T Strategy 1.3:*** *Promote the development of compact mixed-use and transit-oriented development particularly in the GA-400 corridor.*

T Policy 2: Provide multi-modal transportation options.

- ***T Strategy 2.1:*** *Develop "Complete Streets" guidelines that encourage a system that accommodates all modes of travel while still providing flexibility to allow designers to tailor the project to unique circumstances.*
- ***T Strategy 2.2:*** *Continue to facilitate the City's traffic calming program that involves physical improvements designed to decrease traffic speed and increase the walkability of roadways. Methods to be used can include raised crosswalks, narrower traffic lanes, addition of on-street parking, roundabouts, and landscaped medians.*
- ***T Strategy 2.3:*** *Ensure that safe, adequate and well-designed facilities are provided for cyclists, including pavement markings, signage and intersection crossings to make biking a safe and convenient transportation option and recreation activity throughout the city. Require that new developments include dedicated bicycle facilities lanes/route as well as bike- and pedestrian-friendly streetscapes.*
- ***T Strategy 2.4:*** *Encourage an interconnected public sidewalk and trail network within new developments and enhance connectivity area wide by linking new sidewalks and trails to existing sidewalks and trails in adjacent neighborhoods. In addition, the system should link residential areas to commercial, schools, employment centers, transit and parks.*
- ***T Strategy 2.5:*** *Investigate the feasibility of effective transit options to Alpharetta, improve park and ride lots, provide express bus service and expand local bus and shuttle services.*
- ***T Strategy 2.6:*** *While examining new development proposals, assess their ability to offer transportation alternatives and reduce the number of vehicular trips.*
- ***T Strategy 2.7:*** *Continue the development of an express bikeway on the west side of GA-400*

T Policy 3: Improve transportation safety and neighborhood livability.

- ***T Strategy 3.1:*** *Identify roads that need to be upgraded to City standards.*
- ***T Strategy 3.2:*** *Encourage greater levels of school bus ridership.*
- ***T Strategy 3.3:*** *Develop an interconnected system of sidewalks that extends citywide.*
- ***T Strategy 3.4:*** *Provide interparcel connectivity within commercial areas.*
- ***T Strategy 3.5:*** *Minimize cut-through traffic on local roads, and reduce speed limits, where appropriate.*
- ***T Strategy 3.6:*** *Continue development and operation of the city's Traffic Control Center.*

T Policy 4: Improve the environment and air quality.

- ***T Strategy 4.1:*** *Minimize transportation impacts on social, environmental, and historic resources by reducing total vehicle emissions.*

- ***T Strategy 4.2:*** *Encourage development designs to promote pedestrian activity that reduces on-site vehicular dependence.*
- ***T Strategy 4.3:*** *Encourage accommodations for alternative fuel vehicles.*
- ***T Strategy 4.4****: For City street improvement projects (including new streets, street widenings, complete street design, and other street improvement measures to the extent practicable), develop public-private partnerships for integrating green infrastructure/low impact development to mitigate stormwater runoff impacts and beautify the right-of-way area.*

T Policy 5: Maintain and preserve the existing transportation system.

- ***T Strategy 5.1:*** *Maintain the City's transportation plan on a regular annual basis.*
- ***T Strategy 5.2:*** *Promote efficient use of the existing system, through improved operational and maintenance strategies, including access management along major corridors.*
- ***T Strategy 5.3:*** *Encourage transportation demand management (e.g., vanpools, carpools, telecommuting, etc.) in the private and public sector, and greater development of HOV lanes on major corridors.*

T Policy 6: Develop a network of interconnected streets to provide more access routes and less dependence on the arterial and major collector street system.

- ***T Strategy 6.1:*** *Support development of an interconnected public street network within new developments that links new streets and neighborhoods to existing public streets and adjacent subdivisions, allowing for more than one way in and one way out as well as providing for multiple route options within the development.*

T Policy 7: Maintain active involvement in state and regional transportation planning activities.

- ***T Strategy 7.1:*** *Coordinate with North Fulton cities, North Fulton CID and ARC to implement the North Fulton Comprehensive Transportation Plan.*

Housing

Primary Issues and Opportunities

Increased number of higher density residential – Alpharetta's housing stock throughout its history was primarily comprised of single-family, low-to-medium density suburban-scale development. In recent years, however demand in the city and throughout the Metro Atlanta area has grown rapidly for walkable, mixed-use centers and a wider range of housing types. Some residents see the increase of apartments and condos as a threat to the city's quality of life. Others see it as necessary to provide opportunities for those who work in the city to live in the city. The lack of consensus for this neighborhood concept highlights the need for the city's plans to be even more specific about the appropriate locations where this type of development is allowed and to establish a recommended balance of "for sale" to "for rent" housing.

Infill housing – Infill housing opportunities abound near Downtown Alpharetta. Infill housing development can contribute to an affordable housing stock as well as help to stabilize and enhance established neighborhoods. It allows the reuse of underutilized and neglected properties in areas with existing infrastructure such as roads, water and sewer. It can also improve

neighborhood housing options and create additional opportunities to enhance the neighborhood's visual character and function.

Senior Housing - Approximately 21.4% of the city's residents are at or near retirement age. This age group experienced considerable growth in the city from 2000 to 2008 at a time when there were few noticeable changes in development patterns that anticipate retired/elderly needs. At ~~this~~ time, only four assisted living centers operate within the city and there are few affordable senior housing opportunities The City will continue to support active senior housing located near walkable, mixed use areas.

Aging in place – As the "Baby Boom" population ages, there is a need to find ways to encourage seniors to continue to live in Alpharetta. Retention of this demographic can help the social, cultural and economic well-being of the community.

Variety of Housing – Encourage a variety of housing types and sizes.

Goals, Policies and Strategies

H Goal: Capture the major market share of executive housing while providing opportunities for first-time home buyers and limited number of quality rental options.

H Policy 1: Promote and encourage residential densities and designs that ensure varied living areas and housing types.

- ***H Strategy 1.1:*** *Encourage development, through a public/private venture, for the incorporation of housing in Downtown Alpharetta.*
- ***H Strategy 1.2:*** *Encourage higher residential densities and appropriate mix of uses close to Downtown Alpharetta and in the GA-400 corridor.*
- ***H Strategy 1.3:*** *Review residential plans and master plans (existing and proposed) to determine their response to providing a variety of housing choices as to size and costs.*
- ***H Strategy 1.4:*** *Encourage large land holdings to plan for multiple land uses.*
- ***H Strategy 1.5:*** *Promote subdivisions that foster a sense of community and promote pedestrian mobility, the natural environment, community recreation and public open space.*

H Policy 2: Maintain a balance between 'owner-occupied and 'renter–occupied' in Alpharetta such that at least 68% of the housing stock is 'owner-occupied'.

- ***H Strategy 2.1:*** *Use Census Data to track the number of 'owner-occupied' and 'renter-occupied' units located in Alpharetta.*
- ***H Strategy 2.2:*** *Maintain the computerized system for land development records, building permits and engineering plans.*

H Policy 3: Preserve the character of distinct residential areas.

- ***H Strategy 3.1:*** *Preserve Canton Street between Church Street and Vaughan Drive as residential and designate it as the 'Garden District' of Alpharetta.*
- ***H Strategy 3.2:*** *Protect all neighborhood character areas from urban development and incompatible land uses.*

H Policy 4: Consider the balance of residential development on the east and west sides of the city.

H Policy 5: Design quality and long-term value into residential development to maintain appearance and property values.

- ***H Strategy 5.1:*** *Ensure that at the very beginning of the design process, consideration is given to the natural environment (i.e. topography, tree preservation, creek flows), and accommodations are made for amenities (i.e. sidewalks, lighting, open spaces), in order to support a high quality residential product.*

H Policy 6: Assure that people who work in Alpharetta have the opportunity to live in Alpharetta by maintaining a housing-to-jobs balance.

- ***H Strategy 6.1:*** *Preserve existing neighborhoods as a source of affordable housing.*
- ***H Strategy 6.2:*** *Assess the need of providing additional affordable housing.*

H Policy 7: Promote opportunities for "aging in place".

- ***H Strategy 7.1:*** *Encourage development of housing opportunities for seniors that accommodates the needs of the aging population.*
- ***H Strategy 7.2:*** *Permit development of accessory dwelling units or elderly cottage housing (i.e. granny flats) by-right in all residential areas.*
- ***H Strategy 7.3:*** *Encourage the location of senior-oriented and age-restricted housing developments near shopping and health-related services as well as centrally-located areas that provide goods and services such as downtown.*
- ***H Strategy 7.4:*** *Improve access to transit and sidewalks as transportation alternatives.*

Natural, Historic and Cultural Resources

Primary Issues and Opportunities

Floodplain – With less undeveloped land remaining for new construction within the city limits, there is potential for increased development pressure within flood prone areas and within areas that could impact flooding on surrounding properties.

Water Quality in streams – Increased development in and around riparian buffers along creeks and streams degrades water quality in the streams.

Loss of trees and greenbelts to development – With less undeveloped land remaining for new construction within the city limits, there is potential for increased development pressure on remaining vacant properties, which in many cases feature old growth trees and riparian buffers along creeks and streams.

Green space for passive recreation – A growing population means the city will need to preserve more greenspace for both passive recreation and environmental sustainability.

Threat of remaining farms/estates converting to suburban residential – Suburban residential development has surrounded the remaining large estates and horse farms located on the city's west side. These properties have defined the character of this area for much of the

community's history. Alpharetta residents continue to value history and character, and expressed concern that suburban-scale residential infill could eventually replace the farms/estates.

Threat of losing "small town charm" – Alpharetta's rapid growth during the last two decades has recast the city from a bedroom suburb to an economic hub with highly-valued executive residential housing. As change continues, The City will continue to focus on maintaining the architectural style and character in selected locations such as; Downtown, Crabapple and single family residential areas.

Regional air quality – Alpharetta is within the Atlanta region's air quality non-attainment zone for ozone and particulate matter. The City must continue to work with regional neighbors to improve air quality and public health.

Tree city – Alpharetta's arborist and Natural Resource Commission work together to maintain the city's urban forest, as required by the Tree Preservation Ordinance. The Arbor Day Foundation has designated Alpharetta as a "Tree City USA." Protecting the city's tree canopy touches the lives of people within the community who benefit daily from the cleaner air, shadier streets, and natural beauty provided by healthy, well-managed urban forests. In addition, it helps present the kind of image that most citizens want to have for the place they live or conduct business.

Goals, Policies and Strategies

NHCR Goal: Protect and nurture natural, cultural and historic resources.

NHCR Policy 1: Protect the natural, historic and scenic qualities of the city, including water resources.

- ***NHCR Strategy 1.1:*** *Encourage preservation and enhancement of historic structures and street tree canopies, especially in the downtown area.*
- ***NHCR Strategy 1.2:*** *Protect the natural environment and areas that contribute to the unique character of the city by ensuring a balance between the natural and the built environment, continued use of buffers and other techniques.*
- ***NHCR Strategy 1.3:*** *Explore regional-level partnerships to protect and enhance the natural environment, without being tied to political boundaries.*
- ***NHCR Strategy 1.4:*** *Enlist non-profit land trusts to help preserve open space through voluntary land conservation agreements.*
- ***NHCR Strategy 1.5:*** *Maintain the scenic tree-lined view along GA-400 through corridor setbacks, clearing and grading setbacks and signage and lighting height limitations.*
- ***NHCR Strategy 1.6:*** *Continue to enforce standards and enact ordinances for tree protection, signage, landscaping, streetscape design, sidewalks, bicycle paths, greenways, open space preservation and water quality protection requirements.*
- ***NHCR Strategy 1.7:*** *Continue to study, update, and enforce best available data for floodplains and future floodplains.*
- ***NHCR Strategy 1.8:*** *Continue to evaluate water quality in City streams. Develop projects and regulations that will improve stream water quality. Continue to regulate new development with required discharge water quality measures. Encourage the use of low impact design and reuse water.*

- ***NHCR Strategy 1.9:*** *Continue to evaluate ways to encourage Public Arts Programming and Arts Facilities.*
- ***NHCR Strategy 1.10 :*** *Continue to work with Historic Preservation Commission (established in 2016) and other Arts organizations to preserve historic properties in the City of Alpharetta.*

NHCR Policy 2: Promote environmental awareness through education.

- ***NHCR Strategy 2.1:*** *Promote environmental awareness among the general public and the development community through educational programs.*
- ***NHCR Strategy 2.2:*** *Continue to utilize environmental education programs for both the general public and development through the City's stormwater group in the Engineering/Public Works Department.*
- ***NHCR Strategy 2.3:*** *Continue to emphasize education and current programs to reduce the solid waste stream even further.*

NHCR Policy 3: Permanently protect existing greenspace and purchase or protect additional greenspace to meet a 20% open space objective.

- ***NHCR Strategy 3.1:*** *Develop a pocket park plan and link greenspaces with linear multi-use paths in order to maximize greenspace.*
- ***NHCR Strategy 3.2:*** *Actively pursue methods to expand, enhance, and create more multi-use trail activity.*

NHCR Policy 4: Continue to lead by example by incorporating green, environmentally-friendly technology into the City's day-to-day operations.

- ***NHCR Strategy 4.1:*** *Utilize sustainable green design for new public buildings (and facilities) to create resource-efficient facilities that reduce cost of operation and maintenance, and address issues such as historic preservation, access to public transit and other community infrastructure systems.*
- ***NHCR Strategy 4.2:*** *Implement technologies, incentives and code requirements that lessen dependence on fossil fuels and reduce waste by replacing low-mileage vehicles with more fuel-efficient models (e.g. hybrids, electric, natural gas, etc.), use of solar panels, reuse of materials and resources etc.*

NHCR Policy 5: Encourage green building design, technology and sustainable site design.

- ***NHCR Strategy 5.1:*** *Promote low-impact development through stormwater management, wastewater management, heat island mitigation and light pollution mitigation requirements.*
- ***NHCR Strategy 5.2:*** *Continue to offer incentives such as expedited plan review, inspections, etc. as incentives to encourage the use of "green" materials, systems, and practices.*
- ***NHCR Strategy 5.3:*** *Develop a Sustainable Site Design Guide to describe sustainable site design best practices.*
- ***NHCR Strategy 5.4:*** *Continue to enforce water conservation measures in all new development in the City.*

Community Services and Facilities

Primary Issues and Opportunities

Expanded recycling efforts desired – Residents have expressed a desire to place higher priority on recycling in Alpharetta. An example is the desire to provide a service similar to that provided by the recycling center operated by the City of Roswell.

Cultural arts facility desired – As noted under previous vision themes, cultural arts offerings in Alpharetta do not match the expectations of residents, to the point that many leave the city for offerings in Roswell, Atlanta and other areas. Residents expressed a desire to support more art galleries, theater, ballet performances, music, and other cultural offerings in Alpharetta.

Regional water supply – Water availability remains one of the Atlanta region's most important issues. Fulton County provides the City with water service. Alpharetta must continue to work with Fulton County and regional partners to ensure long-term access to a sufficient water supply for the existing population and new growth.

Maintaining quality city services – Surveys have revealed that residents are generally pleased with their local government's level of service. In the face of rapid residential and economic growth, the City has met the challenge of providing quality services to a growing population and expanded geography. Continued population growth, demographic shifts toward an older population and future development will continue to challenge the City to provide quality services to residents and businesses.

Greenspace, parks and trails – The need for parks expansion and greenspace preservation will increase as growth continues. The *Alpharetta Recreation and Parks Master Plan* addresses these needs.

Goals, Policies and Strategies

CSF Goal: Provide high quality, sustainable public facilities and services for the citizens and businesses within the city

CSF Policy 1: Encourage infrastructure development that keeps pace with growth and develops concurrently with the city's population, including water and sewer service, public safety, parks and recreation, and general government services.

- ***CSF Strategy 1.1:*** *Ensure that infrastructure and public services are adequately positioned to provide coverage to areas where higher intensity developments planned.*
- ***CSF Strategy 1.2:*** *Continue application of the Cost of Government Services Land Use Model to forecast fiscal impacts of land use decisions within the city.*
- ***CSF Strategy 1.3:*** *Maintain the capital improvements plan and program that is tied to the Comprehensive Plan to ensure that infrastructure keeps pace with new development.*
- ***CSF Strategy 1.4:*** *Revise the Capital Improvements Plan annually as part of the budget process.*
- ***CSF Strategy 1.5:*** *Coordinate development activities with Fulton County to ensure that water and wastewater treatment capacities are sufficient to meet future demand and establish agreements with Fulton County concerning the volume of water the City can acquire and the reserve capacities for sewer effluent.*

CSF Policy 2: Meet the health needs of residents through a combination of private and public sources.

- ***CSF Strategy 2.1:*** *Continue to work with the Fulton County Health Department to develop and expand programming to meet the needs of Alpharetta residents.*

CSF Policy 3: Enhance the quality of life for residents through the provision of greenspace, parks and recreational facilities, and cultural opportunities that are convenient to all city residents.

- ***CSF Strategy 3.1:*** *Create a public art program to promote public art that will foster community pride and improve the visual attractiveness of public spaces.*
- ***CSF Strategy 3.2:*** *Continue expansion of the City's Greenway Program including the northernmost segment extending to the city limits.*
- ***CSF Strategy 3.3:*** *Construct a greenway trail to enhance pedestrian connectivity between the Big Creek Greenway, Wills Park and the downtown core.*
- ***CSF Strategy 3.4:*** *Continue development of the Center for the Arts.*
- ***CSF Strategy 3.5:*** *Expand the Senior Activity Center and explore the need for a satellite facility.*
- ***CSF Strategy 3.6:*** *Maintain a regionally recognized equestrian center.*
- ***CSF Strategy 3.7:*** *Encourage developers to build recreational opportunities in conjunction with new development, and encourage permanent protection of open space for future generations to enjoy.*

CSF Policy 4: Support an educational system that achieves a higher standard of learning and meets current and future population needs.

- ***CSF Strategy 4.1:*** *Communicate with the Fulton County Board of Education concerning future growth areas of the city and the school board's plans for provision of public schools to meet future capacities.*
- ***CSF Strategy 4.2:*** *Continue to promote local opportunities for education and related human resource development and employee training.*

CSF Policy 5: Support the expansion of library facilities within Alpharetta to meet the growing population needs.

- ***CSF Strategy 5.1:*** *Investigate the feasibility of developing a museum focused on local heritage and culture.*
- ***CSF Strategy 5.2:*** *Encourage the Atlanta-Fulton County Library Board to develop a library facility that will meet Alpharetta's needs through the year 2030 and beyond.*

Intergovernmental Coordination

Primary Issues and Opportunities

Milton County – Efforts to create Milton County have thus far failed to gain support from the Georgia General Assembly; however, different results may come from future legislative sessions. The City must continue to weigh the potential opportunities and challenges that the establishment of Milton County might create for Alpharetta in order to prepare for the future.

Cooperation with neighbors and regional partners – Alpharetta officials will maintain active involvement in ongoing coordinated transportation planning activities with ARC and GRTA. Transportation issues affect everyone and are the foundation for many home purchases, employment selections and economic development decisions. The North Fulton Comprehensive Transportation Plan provided a tremendous opportunity for Alpharetta to collaborate with other North Fulton County communities to address regional transportation planning issues. The City of Alpharetta will continue these relationships to refine plans addressing regional challenges. In addition, the City of Alpharetta is actively pursuing funding options including State, Federal, and local sources. The current effort to enact a Fulton County Transportation Sales Tax (TSPLOST) is another collaborative effort addressing regional transportation challenges.

Regional Transit – Regional transit planning has been on the State agenda for many years. Current transit options, however, continue to be insufficient for most citizens and employers. MARTA's service area limitations and GRTA's Atlanta focus continue to miss the majority of the area's travel demand. The City continues to support efforts to develop a regional transit system which includes Cobb, Cherokee, Forsyth, and Gwinnett counties in addition to the existing Fulton and DeKalb system.

Also, working with North Fulton CID, in coordination with Roswell, to develop and now implement the Blueprint North Fulton was (and remains) an example of Alpharetta working in a proactive manner with its neighbors.

Goals, Policies and Strategies

IC Goal: Coordination with adjacent local governments as well as regional, state and federal agencies.

IC Policy 1: Support coordination efforts with the county and the adjacent municipalities of Forsyth County, City of Milton, City of John's Creek and City of Roswell.

IC Policy 2: Promote partnerships between the City and county Board of Education.

IC Policy 3: Coordinate efforts with regional, state and federal agencies.

- ***IC Strategy 1.1:*** *Continue to be actively involved in ongoing transportation planning activities with Atlanta Regional Commission and the North Fulton CID.*
- ***IC Strategy 1.2:*** *Continue to work with the Atlanta Regional Commission to coordinate planning and development efforts in the region.*
- ***IC Strategy 1.3:*** *Work with state and federal agencies to identify funding opportunities to address community development and transportation needs.*
- ***IC Strategy 1.4:*** *Coordinate and participate with the Metropolitan North Georgia Water Planning District. Establish local goals and implementation programs consistent with the water planning goals and objectives.*
- ***IC Strategy 1.5:*** *Continue to coordinate with surrounding municipalities on watershed wide studies, projects, and improvements.*

PART
2

CHARACTER AREA FOCUS

Character Area Policy, Implementation Strategies and Future Development Map for the City of Alpharetta

A key component of the comprehensive planning process is the creation of the Future Development Guide which is expressed by focusing on specific areas of the city. The guide uses Character Areas and future land use categories to describe in detail the vision for growth and development for the next 20 years. This vision, which was developed with a public planning process, is expressed by unique Character Areas.

The Future Development Guide presents the introduction to Character Area-based planning, policies and strategies associated with Character Areas, and the associated map within the four sections described below:

- Character Area-Based Planning Overview
- Character Area Policy and Implementation Strategy
- Future Development Map
- Quality Community Objectives

CHARACTER AREA BASED PLANNING OVERVIEW

Character Area based planning focuses on the way an area is used, how it looks and how it functions. A community is defined by more than the activity that happens on an individual property or what happens within public spaces. In the physical sense, a community is defined by the sum of its parts, both public and private, and how all of the parts function together. Character Areas are used to describe and capture this notion.

Tailored strategies are applied to each area, with the goal of enhancing the existing character/function or promoting a desired new character for the future. Character Areas define areas that presently have unique or special characteristics that need to be preserved, have potential to evolve into unique areas or that require special attention because of unique development issues. Additionally, Character Areas describe intent for future development.

The Character Areas described in this plan are grouped based on four essential development patterns, or Community Elements, that when combined define a complete community. They provide a basic framework to describe how certain areas should function and develop. The Character Area names include a unique descriptor as well as a Community Element name to link the character area to a particular type of development pattern.

Community Elements

The **Community Elements** used in the Character Area Policy section of this chapter describe general development patterns that have unique characteristics. These elements are represented by the following:

- Open Space
- Neighborhoods
- Centers
- Corridors

Below is a summary diagram as well as a summary table of the general characteristics of each Community Element.

Community Elements

Summary of Community Elements

Community Element	Diagram	Summary
Open Space		• Limited or no development • Broadly includes natural areas, parks, recreation areas, etc.
Neighborhood		• Primary area of residence • Provide diversity of housing • Usually features housing located near corridors, activity centers and open spaces
Center		• General gathering places within neighborhoods or at the edges of neighborhoods • Provide access to wide range of retail and commercial services, civic functions, etc. • Typically represent highest level of activity and intensity of development within community
Corridor		• Primary link between neighborhoods, activity centers and other communities • Primarily includes transportation corridors connecting different neighborhoods and centers • Function either as throughways or destinations, depending on land uses

Relationship of Future Development Map to Zoning

City zoning consists of both a zoning map and a written ordinance that divides the city into zoning districts, including various residential, commercial, mixed-use and industrial districts. The

zoning regulations describe what types of land uses and specific activities are permitted in each district, and also regulate how buildings, signs, parking and other construction may be placed on a lot. The zoning regulations also provide procedures for rezoning and other applications.

The zoning map and zoning regulations provide property owners in Alpharetta with certain rights to development, while the Community Agenda's Future Development Map serves as a guide to the future development of property. The Future Development Map and Character Area Policy should be used as a guide for future rezoning decisions.

How to Use the Future Development Map

The future development guide serves many functions and should be used to make decisions about public projects and private development. For public projects, the future development guide should be used to assess the context for a project and the desired character where a project will be located. Public projects should be designed to support the desired character for public space within the character area(s), serve adjacent private properties in an appropriate manner and support the larger vision and goals for the city.

For private projects, the future development guide should be used to identify the type and location of new development as well as make decisions about re-zoning applications. If a proposed project requires a rezoning to create the project, the character area policy and the future development map should be used to identify what other zoning categories are appropriate for the property.

Decisions about rezoning applications should be made using the character area policy and the future development map, which applies future land use classifications to properties. Each future land use classification includes a list of appropriate zoning districts that apply to that particular future land use classification.

City officials and private developers proposing public infrastructure/building projects and private sector development requiring an application for rezoning should follow the Future Development Guide decision-making process described below:

- Identify which character area(s) the proposed project is located in.
- Read the character area description to understand the desired context and character for the project.
    - For public projects, such as a park or transportation project, use the character area description to determine how to plan and design the project. Be sure that the project fits within the context of the character area while also meeting the vision and goals for the city as a whole.
    - For private development, read the character area description to understand the context and vision for the area where the project is located. Next identify the future land use classification for the project property using the future development map.
- For rezoning applications, make a decision for or against the rezoning based on the information within the character area policy and the future land use designation for the property.

CHARACTER AREA POLICY

The Future Development Guide Character Area Policy is presented in narrative and graphic form in this section, and is physically depicted in the Future Development Map. The policy represents and describes a unique strategy and development pattern that links intent with design strategies to help achieve the community vision.

The presentation of the Character Area Policy takes place in text sub-sections organized by Community Elements. Each sub-section begins with a general description of the Community Element and lists the Character Areas categorized under each element. Narratives for each Character Area follow the element description. Each Character Area Policy presented in the narrative incorporates the following components:

- **Intent** describes the policy intent of each Character Area, specifically to preserve, maintain, enhance or create a desired character.
- **General Characteristics** provides a summary of the desired development pattern in terms of land uses, site design, green space, transportation system and future development priorities.
- **Application** provides a general description of the location of the character area within Alpharetta, the general boundaries of the character area, the zoning nature of the area and the level/type of change envisioned for the area.
- **Design Principles** describes the form, function and character of physical features of development within the Character Area. This includes site design, density/intensity, green space (including appropriate park types described in the Recreation and Parks Master Plan), transportation, future land use and compatible zoning districts.
- **Future Land Use Categories with Compatible Zoning Districts** lists the future land uses within the character area and the zoning districts that apply to each future land use category (see Future Land Use category definitions on page 31).
- **Supporting Plans/Studies** list previously adopted planning initiatives that provide more detailed planning information about an area within the character area or that identify projects that will influence the character area.
- **Unique Issues and Opportunities** lists the priority issues and opportunities that apply specifically to the character area. They were identified and prioritized during the Community Assessment and public participation process.
- **Visual Character Description** provides illustrative descriptions of the desired development character specifically for development patterns, transportation and green space.
- **Character Area Map** provides a character area close-up of the Future Development Map.

FUTURE LAND USE CLASSIFICATION DESCRIPTIONS

The Future Land Use Classification descriptions below include a brief summary of the type, scale and intensity of development associated with the classification. Compatible zoning districts for each classification are presented within the description of each character area on the preceding pages.

Residential Estate – Personal Agricultural uses, such as farms and gardens, as well as single-family detached houses on lots that are 3 acres and greater in size.

Very Low Density Residential – "For sale" detached houses on lots of 1 acre and 22,000 sq. ft. with a max. development density of 1 to 2 units/ acre.

Low Density Residential – "For sale" detached house on lots from 15,000 to 12,000 sq. ft. with a max. development density of 2 to 3 units/acre.

Medium Density Residential – "For sale" detached house with min. lot size of 10,000 sq. ft. as well as "for sale" attached houses with a max. density of 4 units/acre.

High Density Residential – "For sale" attached houses with a max. density of 10 units/acre as well as "for rent" apartments with a max. density of 10 units/acre.

Downtown Density Residential -attached and detached in the downtown master plan area with densities in compliance with the Downtown Master Plan.

Professional/Business Office – Office developments with businesses such as professional services, financial institutions and medical services.

Corporate Office – Corporate Office and business park development that primarily includes office buildings. Commercial uses are acceptable but they should be secondary to office uses and be oriented to serve the businesses in the immediate area.

Commercial – Businesses that provide goods and services such as shopping centers, grocery stores, retail stores, restaurants, entertainment, lodging and other general services to meet the daily needs of the community.

Central Business District – Mixed use development typical of a traditional downtown including offices, shops, residences and civic uses.

Mixed Use – Office, commercial and residential uses mixed vertically within a building and/or horizontally within a development.

Business/Manufacturing/Warehousing/ Light Industrial – Businesses with a focus on research and development, low-impact distribution and warehousing as well as low impact manufacturing.

Public Institutional – Civic uses such as schools, places of worship, government buildings, public safety buildings, etc.

Parks/Recreation/Open Space – Public and private active and passive open space such as floodplains, nature preserves, golf courses, playgrounds, recreation centers, parks, etc.

Open Space

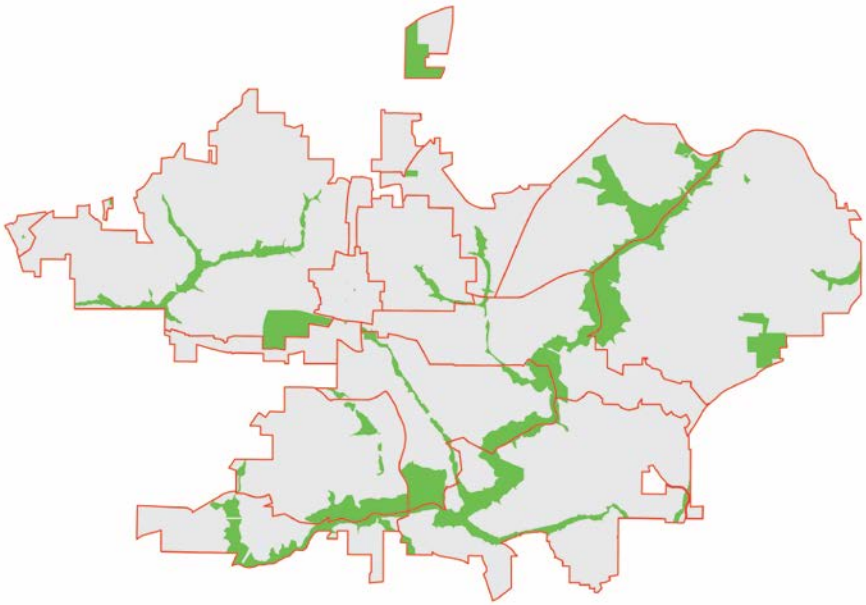
Open space is the least developed Community Element, but it is also an important component of a community's quality of life. Open space ranges from natural areas, such as nature preserves, as well as formal parks, such as neighborhood greens or recreation facilities.

Natural areas are important to preserve because they provide important environmental services as well as an opportunity for the community to connect with and enjoy nature. Emphasis should be placed on connecting natural features to support a healthy natural environment. When natural environments are interrupted or segregated by the built environment, their functional health is reduced. These special areas can be both public and private. Public natural areas can be in the form of parks or government owned land, such as Big Creek Greenway. Privately owned natural areas can be in the form of conservation easements or undesirable areas for development because of sensitive natural features, such as private property within the floodplain.

Formal open spaces provide opportunities for active recreation as well as places for a community to gather for leisure activities, special events and civic functions. They also help create an active, healthy community for all ages by providing opportunities to socialize and play. These open spaces range in size, context and function. Within neighborhoods, formal parks can be small passive parks, parks pocket, or larger neighborhood or community recreation areas. Within activity centers or along corridors, open space should serve as a focal point and compliment the adjacent higher intensity uses. Examples include plazas, courtyards and squares.

For existing parks, emphasis should be on maintenance of facilities, if any, as well as enhancements. Enhancements should include expansion of recreation facilities based on the needs of the community as well as accessibility to and from the park for pedestrians, bike riders and vehicles.

Because open spaces are located throughout Alpharetta, and in many cases cross character area boundaries, there are no open space character areas. Instead, open space policies are set within each character area using text descriptions and future land uses. Below is a graphic showing the general location of open space in Alpharetta.



Neighborhood Character Areas

Neighborhood Character Areas are the primary areas of residence for the community and they can range in development pattern, size, price point and style. In general terms, neighborhoods provide a diversity of housing to meet the needs of all residents in the community and the needs of residents at every point in the life cycle.

Neighborhood Character Areas range in character and development form. Factors influencing the character of a neighborhood include development intensity, the transportation network, green space, the balance of natural and built features, and proximity to activity centers and corridors.

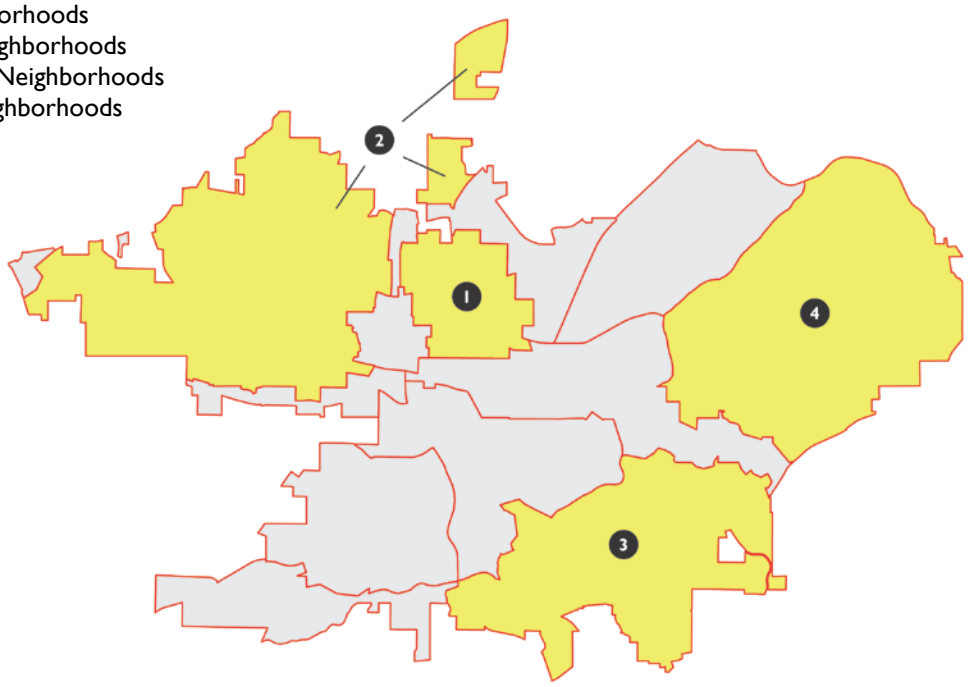
Residential land uses predominate in each of the Neighborhood Character Areas. Other major land uses include civic uses, such as places of worship, or green space, such as public parks. Commercial land uses that meet the immediate needs of the surrounding households can be appropriate, but theses uses typically locate at the edge of a Neighborhood Character Area or within Activity Centers and Corridors character areas.

The intensity of residential development ranges throughout the community. Single-family detached homes generally define the character of Alpharetta neighborhoods with higher intensity residential uses located either at the edge or within activity centers and along corridors. Higher intensity residential uses, such as townhomes or multi-story apartments can also provide a transition from higher intensity non-residential development and established single-family.

Regardless of the type, scale and intensity of development, Neighborhood Character Areas generally should focus on maintenance of established communities, providing for appropriately-placed (per the Future Development Map) housing diversity and enhancing connectivity. Housing diversity refers to providing a range of housing options to meet the needs of the entire community.

The Neighborhood Character Areas in Alpharetta include the following:

1. Central Neighborhoods
2. Northwest Neighborhoods
3. Kimball Bridge Neighborhoods
4. Windward Neighborhoods



Central Neighborhoods

Intent: MAINTAIN and **ENHANCE** established neighborhoods, as well as connectivity to corridors and activity centers with vehicular, pedestrian and bicycle improvements. **CREATE** opportunities for new, more intense residential development at the edge of the character area that provide a transition from a mix of uses in activity centers and corridors to single-family residential neighborhood uses.

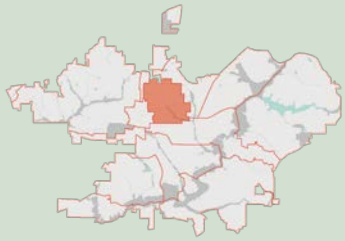
General Description: Central Neighborhoods Character Area is characterized by a mix of residential uses including single-family, detached residential subdivisions, townhomes and apartments. Single-use activity on individual lots defines the general development pattern. Street networks have curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks in neighborhoods can enhance the quality of life. Streetscape elements such as street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles, pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and housing diversity. It should also focus on creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link residential areas to the broader community and major destinations such as schools, parks, commercial clusters, adjacent activity centers, corridors, etc.

Application: Central Neighborhoods is generally located in central Alpharetta and is bound by the Downtown Activity Center and the North Main, Windward and Old Milton Corridors. The area is primarily zoned residential and is envisioned to remain residential. The Downtown Master Plan envisioned redevelopment of residential neighborhoods to occur as part of a larger land assembly, as opposed to a piecemeal, lot-by-lot approach.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys or side streets.
- Moderate to shallow setbacks are generally 40 to 20 feet in depth
- Low to moderate lot coverage with small to medium building footprint in relation to lot size
- Reduced setbacks (min. 10 feet) and increased lot coverage in areas closer to Downtown
- Residential redevelopment approach to occur as part of a larger land assembly, not on a lot-by-lot basis, with shared green spaces and stormwater

Density/Intensity

- Low to high density/intensity
- 1 to 3 story buildings

Green Space

- Informal landscaping with passive use areas
- Formal landscaping with built areas
- Neighborhood Parks

Transportation

- Moderate pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Low to moderate access to public transportation

Supporting Plans/Studies

Future Land Use Categories with Compatible Zoning Districts

- Very Low Density Residential: R and R-22
- Low Density Residential: R-15, R-12 and CUP[1]
- Medium Density Residential: R-10, R-4A, CUP[2] and DT-R
- High Density Residential: R-8A/D, R-10M, CUP[3] and DT-R
- Commercial: C-1, C-2, PSC and CUP[4]
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[5]

Unique Issues and Opportunities

- Neighborhoods are transitioning from single-family subdivisions to higher density residential developments
- Remains an attractive place to live due to convenient access to main roadways
- Generally located within walking or biking distance of destinations such as Downtown or Wills Park
- Limited bike and pedestrian connectivity

Visual Character Description

Development Pattern	Transportation	Green Space

[1] With single-family detached residential designation
[2] With single-family detached residential designation and single-family attached residential designation
[3] With single-family attached residential designation and multi-family residential designation
[4] With commercial designation
[5] With open space designation

Northwest Neighborhoods

Intent: MAINTAIN and **ENHANCE** established neighborhoods, the character of residential estate properties as well as connectivity to corridors and activity centers with vehicular, pedestrian and bicycle improvements.

General Description: Northwest Neighborhoods Character Area is defined largely by single-family, detached residential subdivisions with a lot sizes ranging from large residential estate to smaller-lot. Townhome and apartment clusters also are in the character area; however, the "horse-farm" and estate quality of area should be preserved.

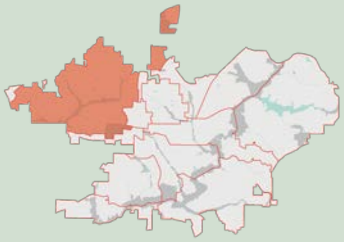
Single-use activity on individual lots defines the general development pattern. Street networks have curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks. Building structures or landscaping frame the street.

Green space is largely incorporated on individual lots, but small neighborhood and community parks in neighborhoods enhance the quality of life. Wills Park and Alpharetta Park currently serve this area of the city. Streetscape elements such as street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles and low to moderate for pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections for all areas but those with residential estate character.

Future development should emphasize connectivity enhancement, maintenance of neighborhoods, maintenance of estate lot character while also creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link residential areas to the broader community and major destinations such as schools, parks, downtown, commercial clusters, adjacent activity centers, corridors, etc.

Application: Northwest Neighborhoods is generally located in northwest Alpharetta and generally bound by the Downtown and Crabapple Activity Centers, the Windward, North Main and South Main Corridors as well as the cities of Milton and Roswell. The area is primarily zoned residential and is envisioned to remain residential.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways
- Moderate to shallow setbacks are generally 40 to 20 feet in depth as well as larger lots of 1.0+ acres in size with 100-foot setbacks.
- Low to moderate lot coverage with small to medium building footprint in relation to lot size

Density/Intensity

- Low to moderate density/intensity
- 1 to 3 story buildings

Green Space

- Informal landscaping with passive use areas
- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Low to moderate pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Low to moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study
- Etowah Habitat Conservation Plan

Future Land Use Categories with Compatible Zoning Districts

- Residential Estate: AG, RE and R
- Very Low Density Residential: R and R-22
- Low Density Residential: R-15, R-12 and CUP[6]
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[7]
-

Unique Issues and Opportunities

- Undeveloped estate properties exist that may remain as is or change to single family developments typical of the area
- Traffic congestion along major roads such as Rucker Road impacts residential quality of life
- Limit uses or expansion of uses that generate additional roadway trips
- Limited vehicular, bike and pedestrian connectivity

Visual Character Description

[6] With single-family detached residential designation
[7] With open space designation

Kimball Bridge Neighborhoods

Intent: MAINTAIN existing suburban-scale neighborhoods and **ENHANCE** connectivity to corridors and activity centers with vehicular, pedestrian and bicycle improvements.

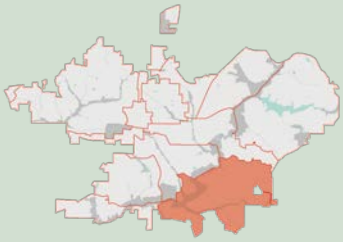
General Description: Kimball Bridge Neighborhoods Character Area is defined largely by single-family, detached residential subdivisions, many of which are part of planned neighborhood developments. While clusters of townhomes and apartments define the western edge of the character area, single-use activity on individual lots defines the general development pattern. Street networks have curvilinear streets and moderate distances between intersections. Buildings have moderate setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but neighborhood and community parks in neighborhoods enhance the quality of life. Streetscape elements such as street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles and low to moderate for pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity enhancement, creating a pedestrian-friendly environment by linking sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link residential areas to the broader community and major destinations such as schools, Big Creek Greenway, parks, commercial clusters, adjacent activity centers, corridors, etc.

Application: Kimball Bridge Neighborhoods is generally located in southeast Alpharetta and generally bound by the Kimball Bridge Activity Center, Old Milton Corridor and the cities of Roswell and Johns Creek. The area is primarily zoned residential and is envisioned to remain residential.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways
- Moderate to shallow setbacks are generally 40 to 20 feet in depth
- Low to moderate lot coverage with small to medium building footprint in relation to lot size

Density/Intensity

- Low to moderate density/intensity
- 1 to 3 story buildings

Green Space

- Informal landscaping with passive use areas
- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Low to moderate pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and generous to moderate distance between intersections
- Low to moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Low Density Residential: R-15, R-12 and CUP[8]
- Medium Density Residential: R-10, R-4A and CUP[9]
- High Density Residential: R-8A, R-10M and CUP[10]
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[11]

Unique Issues and Opportunities

- Near Old Milton Parkway, Kimball Bridge Road and GA-400 as well as Big Creek Greenway
- Schools, parks and recreation areas are community assets
- Limited bike and pedestrian connectivity
- Traffic challenges associated with east-west traffic volumes on Kimball Bridge Road
- Prevent retail creep up North Point Parkway

Visual Character Description

Development Pattern	*Transportation*	*Green Space*

[8] With single-family detached residential designation
[9] With single-family detached residential designation and single-family attached residential designation
[10] With single-family attached residential designation and multi-family residential designation
[11] With open space designation

Windward Neighborhoods

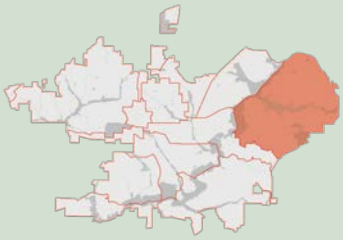
Intent: MAINTAIN existing planned, suburban-scale neighborhoods and **ENHANCE** connectivity to corridors and activity centers with pedestrian and bicycle improvements.

General Description: Most of Windward Neighborhoods was part of a large planned community characterized by suburban-scale residential neighborhoods. Single-use activity on individual lots defines the general development pattern. Street networks have curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks in neighborhoods enhance the quality of life. Windward Neighborhoods, however, also includes the existing Golf Club of Georgia and Lake Windward. Streetscape elements such as street trees and other plantings also enhance the character and appearance of streets.

Connectivity is moderate for vehicles and low to moderate for pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.
Future development should emphasize connectivity and maintenance of existing character by creating a more pedestrian-friendly environment by linking sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link residential areas to the broader community and major destinations such as schools, Big Creek Greenway, Webb Bridge Park, commercial clusters, adjacent activity centers, corridors, etc.

Application: Windward Neighborhoods is generally located in northeast Alpharetta, primarily zoned for suburban-scale residential, and is envisioned to remain residential.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways
- Moderate to shallow setbacks are generally 40 to 20 feet in depth
- Low to moderate lot coverage with small to medium building footprint in relation to lot size

Density/Intensity

- Low to moderate density/intensity
- 1 to 3 story buildings

Green Space

- Informal landscaping with passive use areas
- Formal landscaping with built areas
- Golf Course
- Neighborhood Parks
- Community Park – Webb Bridge Park

Transportation

- Low to moderate pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and generous to moderate distance between intersections
- Low to moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Windward Master Plan
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Residential Estate: AG, RE and R
- Low Density Residential: R-15, R-12 and CUP[12]
- Medium Density Residential: R-10, R-4A and CUP[13]
- High Density Residential: R-8A, R-10M and CUP[14]
- Commercial: C-1, C-2, PSC and CUP[15]
- Professional/Business Office: O-P and CUP[16]
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[17]

Unique Issues and Opportunities

- Primarily developed as a large planned community
- Near Windward Parkway, Old Milton Parkway and GA-400 as well as Big Creek Greenway
- Schools, parks and recreation areas are community assets
- Resist development pressure on remaining designated greenspace

Visual Character Description

Development Pattern		Transportation	Green Space

[12] With single-family detached residential designation
[13] With single-family detached residential designation and single-family attached residential designation
[14] With single-family attached residential designation and multi-family residential designation
[15] With commercial designation
[16] With office and light industrial designation
[17] With open space designation

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Corridor Character Areas

Corridors provide linkages between neighborhoods, activity centers and to other communities. They range in character depending on the design and function of the roadway and adjacent land uses. Additionally, corridors can function as throughways or destinations, depending on the land uses.

The general development pattern is linear along a major roadway. In suburban settings, lots are typically moderate to deep with building setbacks that are adequate to accommodate landscaping. Land uses are predominantly commercial and office uses, with the highest activity uses typically clustered around major intersections. Some higher-intensity residential uses, such as multi-story apartments, can be found along suburban corridors, usually located between major intersections.

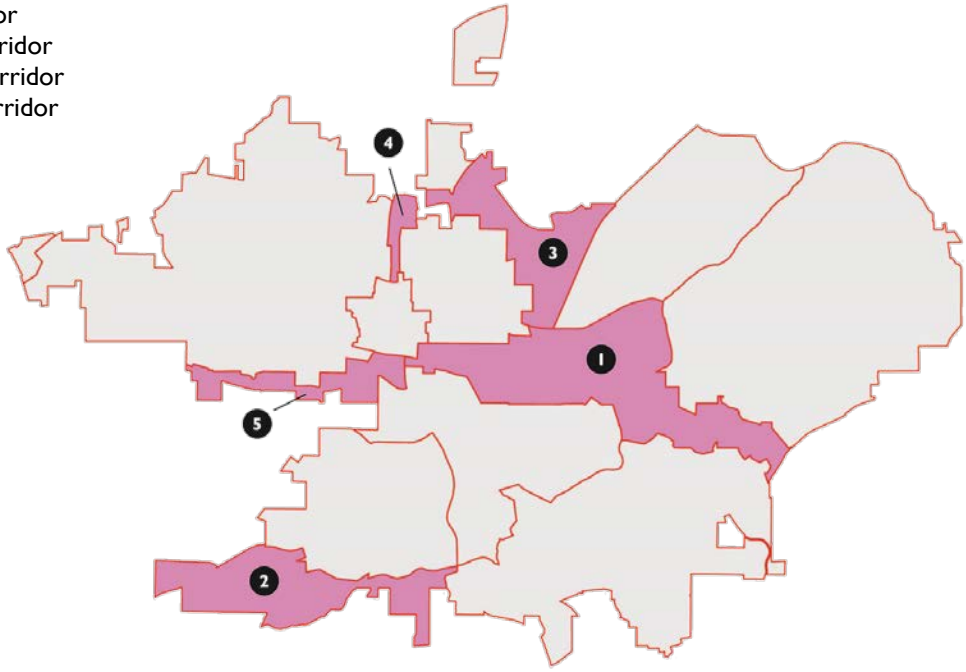
In urban settings, lots are more commonly shallow to moderate in depth. Buildings are located closer to the street with moderate to shallow setbacks. Land uses are mixed and can include residential and non-residential uses.

Corridors should be designed in context, both to the character and uses along the roadway as well as the neighborhoods and activity centers that connect to the corridor. The highest intensity uses should generally be clustered around major intersections with less intense uses, such as residential or offices, located between major intersections.

Additionally, corridor development and transportation improvements should focus on expanding transportation mode options including driving, walking, biking and public transportation. This effort also includes linking adjacent residential areas to major destinations along the corridor and creating a safe and convenient throughway to other destinations in the community.

The Corridor Character Areas in Alpharetta include the following:

1. Old Milton Corridor
2. Mansell Corridor
3. Windward Corridor
4. North Main Corridor
5. South Main Corridor



Old Milton Corridor

Intent: ENHANCE existing commercial and office character along the corridor with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers and neighborhoods.

CREATE opportunities for mixed use, commercial, office and medium and high density residential developments.

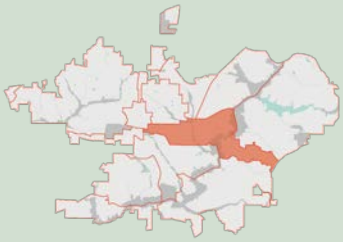
General Description: Old Milton Corridor Character Area is characterized by a linear mix of commercial, office professional and residential uses along Old Milton Parkway. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks along the corridor can enhance the quality of life. Streetscape enhancements that include street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles and public transit riders and moderate to high for pedestrians and bicycle users. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and diversity of land uses, while also expanding the street network and enhancing the pedestrian environment by adding and/or linking sidewalks. Bicycle use should also be encouraged with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor or serve as a safe and convenient throughway to other destinations in the community.

Application: Old Milton Corridor Character Area stretches east to west through the middle of Alpharetta as shown on the Future Development Map. It is primarily zoned for a mix of residential, office, commercial and mixed use. West of GA-400, the corridor is envisioned to evolve into a mixed use corridor with reduced front setbacks along Old Milton Parkway. East of GA-400, the corridor is envisioned to evolve as an office/commercial corridor, although with a more compact, walkable development pattern.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, side streets and frontage roads
- Deep to moderate setbacks are generally 40 feet or greater in depth, shallow setbacks 10 feet or greater near Downtown
- Moderate to high lot coverage with medium to large building footprint in relation to lot size
- Residential redevelopment approach to occur as part of a larger land assembly, not on a lot-by-lot basis, with shared green spaces and stormwater

Density/Intensity

- Moderate to high density/intensity
- 1 to 10 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study

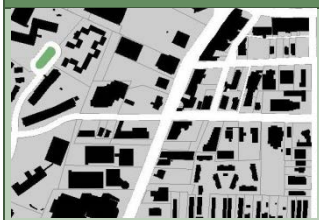
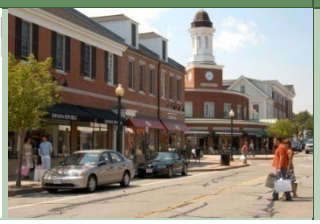
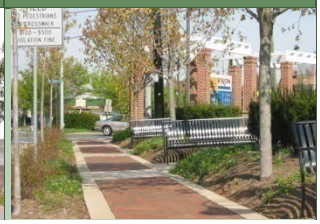
Future Land Use Categories with Compatible Zoning Districts

- Low Density Residential: R-15, R-12 and CUP[18]
- Medium Density Residential: R-10, R-4A and CUP[19]
- High Density Residential: R-8A, R-10M, CUP[20] and DT-LW
- Commercial: C-1, C-2, PSC and CUP[21]
- Corporate Office: O-I and CUP[22]
- Professional/Business Office: O-P, CUP[23] and DT-LW
- Mixed Use: MU
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[24]

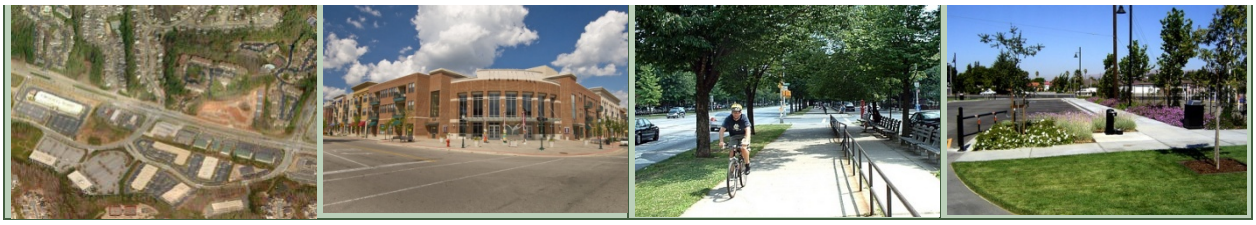
Unique Issues and Opportunities

- Primary east-west route– connecting to GA-400, downtown and to the east and west
- Traffic congestion along parkway
- Need to balance the corridor's role as transportation corridor with continued growth of the corridor as a major destination
- West of GA-400, development should transition to traditional Main Street
- Pedestrian/ bicycle connectivity and open space between Downtown Alpharetta and Avalon

Visual Character Description

Development Pattern		*Transportation*	*Green Space*
			

[18] With single-family detached residential designation
[19] With single-family detached residential designation and single-family attached residential designation
[20] With single-family attached residential designation and multi-family residential designation
[21] With commercial designation
[22] With office and light industrial designation
[23] With office and light industrial designation
[24] With open space designation



Mansell Corridor

Intent: ENHANCE existing commercial and office character with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers and neighborhoods. **CREATE** opportunities for mixed use, commercial, office and medium and high density residential developments.

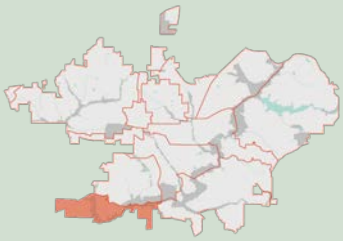
General Description: Mansell Corridor Character Area is characterized by a linear mix of commercial, light industrial, office professional and residential uses along Mansell Road. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks along the corridor can enhance the quality of life. Streetscape enhancements that include street trees and other plantings may also enhance the character of streets.

Connectivity is moderate for vehicles and public transit riders and moderate to high for pedestrians and bicycle users. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and diversity of land uses, expanding the street network, and creating a pedestrian-friendly environment by adding sidewalks and streetscape. Bicycle use should also be encouraged with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor and also serve as a safe and convenient throughway to other destinations in the community.

Application: Mansell Corridor Character Area extends east to west along the southern edge of Alpharetta, as shown on the Future Development Map. The area is zoned a mix of residential, office and commercial. West of GA-400, the corridor is envisioned to evolve into a mixed use corridor. East of GA-400, the corridor is envisioned to evolve as an office/commercial corridor, although with a more compact, walkable development pattern.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys and side streets
- Deep to moderate setbacks are generally 40 feet or greater in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- Moderate to high density/intensity
- 1 to 3 story buildings

Green Space

- Formal landscaping with built areas
- Big Creek buffer areas

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- North Point Activity Center LCI Study
- Big Creek Watershed Study

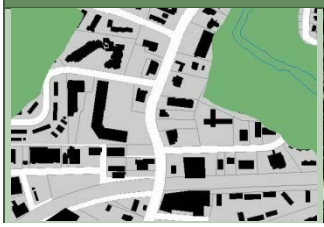
Future Land Use Categories with Compatible Zoning Districts

- Low Density Residential: R-15, R-12 and CUP[25]
- Medium Density Residential: R-10, R-4A and CUP[26]
- High Density Residential: R-8A, R-10M and CUP[27]
- Commercial: C-1, C-2, PSC and CUP[28]
- Professional/Business Office: O-P and CUP[29]
- Corporate Office: O-I and CUP[30] with 'Office and Light Industrial' designation
- Mixed Use: MU
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[31]

Unique Issues and Opportunities

- Gateway to city with access to Big Creek Greenway, GA-400, Alpharetta, Roswell, Johns Creek
- MARTA Park-and-Ride provides a public transit connection
- Limited bike and pedestrian connectivity

Visual Character Description

Development Pattern		Transportation	Green Space
			

[25] With single-family detached residential designation
[26] With single-family detached residential designation and single-family attached residential designation
[27] With single-family attached residential designation and multi-family residential designation
[28] With commercial designation
[29] With office and light industrial designation
[30] With office and light industrial designation
[31] With open space designation

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Windward Corridor

Intent: ENHANCE existing commercial, office and residential character with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers and neighborhoods. **CREATE** opportunities for mixed use, commercial, office and medium and high density residential developments.

General Description: Windward Corridor Character Area is characterized by a linear mix of commercial, office professional and residential uses along Windward Parkway and the northern section of Westside Parkway. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood and community parks along the corridor can enhance the quality of life. Streetscape enhancements that include street trees and other plantings may also define and enhance the character of streets.

Connectivity is moderate for vehicles and public transit riders and moderate to high for pedestrians and bicycle users. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and diversity of land uses, expanding the street network, and creating a more pedestrian-friendly environment by adding and/or linking sidewalks. Bicycle use should also be encouraged with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor or serve as a safe and convenient throughway to other destinations in the community.

Application: Windward Corridor extends west from GA-400 along the northern edge of Alpharetta, as shown on the Future Development Map. The area is zoned for a mix of residential, office and commercial. Windward Parkway is envisioned to evolve as a more compact, walkable office/commercial corridor, while Westside Parkway is envisioned to evolve an office, commercial and residential use mix.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, side streets and frontage roads
- Deep to moderate setbacks are generally 40 feet or greater in depth
- Moderate to high lot coverage with medium to high building footprint in relation to lot size

Density/Intensity

- Moderate density/intensity
- 1 to 3 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate vehicular connectivity with curvilinear streets and generous to moderate distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Big Creek Watershed Study
- Upper Foe Killer Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Low Density Residential: R-15, R-12 and CUP[32]
- Medium Density Residential: R-10, R-4A and CUP[33]
- Commercial: C-1, C-2, PSC and CUP[34]
- Corporate Office: O-I and CUP[35]
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[36]

Unique Issues and Opportunities

- Convenient proximity and access to GA-400
- Major transportation link between GA-400 and Milton
- Traffic congestion along major roads
- Connectivity is limited for people walking and biking

Visual Character Description

Development Pattern	*Transportation*	*Green Space*

[32] With single-family detached residential designation
[33] With single-family detached residential designation and single-family attached residential designation
[34] With commercial designation
[35] With office and light industrial designation
[36] With open space designation

North Main Corridor

Intent: MAINTAIN and **ENHANCE** established office/residential along Main Street/GA-9 with streetscape and property improvements, as well as vehicular, pedestrian and bicycle connectivity to destinations along the corridor, activity centers and neighborhoods. **CREATE** opportunities for new, neighborhood-scaled office and residential development along the corridor.

General Description: North Main Corridor Character Area is characterized by a linear mix of commercial, office professional, residential uses and residential-to-commercial conversions along Main Street/GA-9. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but small neighborhood parks along the corridor can enhance the quality of life. Streetscape enhancements that include street trees, wide sidewalks and other plantings may also enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians and bicycle users and moderate for public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity, neighborhood scale and diversity of land uses. It should also focus on creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations along the corridor or serve as a safe and convenient throughway to other destinations in the community.

Application: North Main Corridor extends north to south from Mayfield Road to Vaughn Road. The area is zoned for a mix of residential, office and commercial and is envisioned to evolve as a compact, walkable area with a mix of residential-scale office, commercial and residential uses.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, and side streets
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- High density/intensity
- 1 to 3 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian connectivity with sidewalks and bikeways
- Moderate to high vehicular connectivity with curvilinear and linear streets and moderate to short distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study
- 2015 Downtown Master Plan

Future Land Use Categories with Compatible Zoning Districts

- Medium Density Residential: R-10, R-4A, R-8A-D, CUP[37] and DT-LW
- Commercial: C-1, C-2, PSC and CUP[38]
- Professional/Business Office: O-P, CUP[39] and DT-LW

Unique Issues and Opportunities

- Residence transitioning to commercial/office businesses
- Shallow lot depth/lot size limits development options
- Traffic congestion
- GDOT plans for roadway expansion
- Near downtown
- Connectivity is limited for people walking and biking

Visual Character Description

Development Pattern	*Transportation*	*Green Space*

[37] With single-family detached residential designation and single-family attached residential designation
[38] With commercial designation
[39] With office and light industrial designation

South Main Corridor

Intent: ENHANCE established commercial along Main Street/GA-9 with streetscape and property improvements, as well as vehicular, pedestrian, bicycle and public transportation connectivity to destinations along the corridor, activity centers, neighborhoods, and Wills Park. **CREATE** opportunities for new mixed use, commercial, office and medium- and high-density residential development along the corridor.

General Description: South Main Corridor Character Area is characterized by a linear mix of commercial, office professional and residential uses along Main Street/GA-9. Single-use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate to short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is largely incorporated on individual lots, but siting small neighborhood pocket parks within new development along the corridor, as well as improved connectivity to Wills Park can enhance the quality of life. Streetscape enhancements that include wide sidewalks, street trees and other plantings may also enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians and bicycle users and moderate for public transit riders. Roadway, curb and gutter, sidewalks, and formal landscaping at the edge of the public right-of-way and private property typically define roadway cross sections.

Future development should emphasize connectivity and redevelopment with higher intensity mixed use and office/commercial uses fronting South Main Street backed by less intense residential. Wide sidewalks, a cohesive streetscape, and direct links to Wills Park will improve pedestrian safety while bicycle infrastructure will make biking safe and convenient. This complete transportation system should link adjacent residences and the park to activity along the corridor.

Application: South Main Corridor Character Area extends south from downtown to the Roswell city limit. The area is zoned for a mix of residential, office and commercial and is envisioned to evolve as a compact, walkable mixed use corridor with a mix of office, commercial and residential uses.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, and side streets
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- High density/intensity
- 1 to 4 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian connectivity with sidewalks, bikeways and greenways
- Moderate to high vehicular connectivity with curvilinear streets and moderate to short distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Upper Foe Killer Creek Watershed Study
- 2015 Downtown Master Plan

Future Land Use Categories with Compatible Zoning Districts

- Commercial: C-1, C-2, PSC, CUP[40] and DT-MU
- Professional/Business Office: O-P, CUP[41] and DT-MU
- Mixed Use: MU and DT-MU
- High Density Residential: DT-MU

Unique Issues and Opportunities

- Aging strip commercial and unappealing look/aesthetic quality
- Traffic congestion and limited bike/pedestrian connectivity
- Proximity to Downtown and Wills Park
- Investments/revitalization needed to improve visual quality and economic competitiveness of corridor
- Connectivity between Wills Park and Downtown
- Opportunities for redevelopment and the chance to promote unique, local businesses

Visual Character Description

Development Pattern	Transportation	Green Space

[40] With commercial designation
[41] With office and light industrial designation

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Activity Center Character Areas

Activity Center Character Areas tend to be located at the edge of neighborhoods or end of corridors and typically represent the highest level of activity and intensity of development within a community. Activity centers provide access to a wide range of retail and commercial services, employment opportunities, civic uses and sometimes housing options.

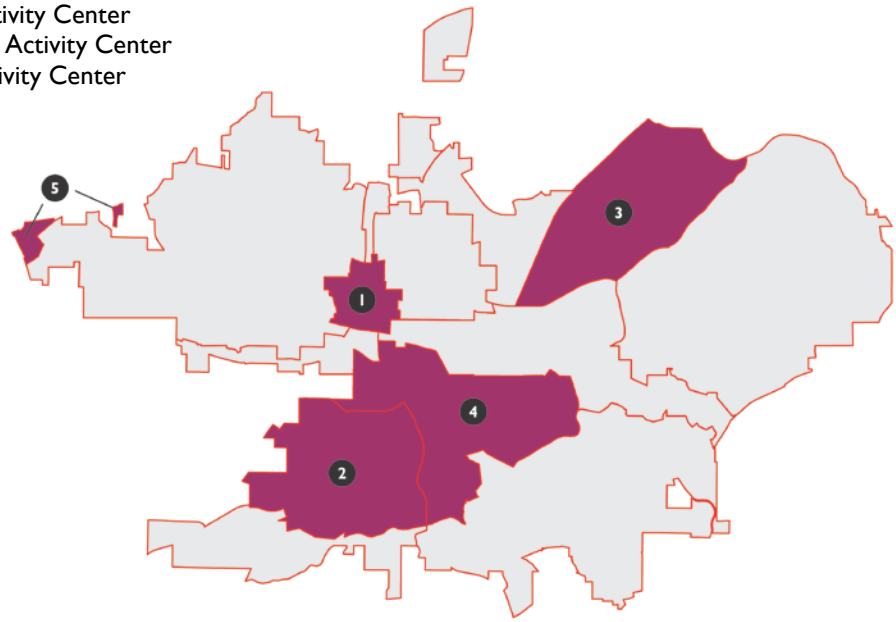
The Activity Center Character Areas in Alpharetta range in scale, size and function. They include the downtown area with mixed-use buildings, walkable streets and important civic functions such as City Hall; corporate office campus clusters that serve as business and job clusters; and regional entertainment destinations for shopping and dining.

Development within Activity Center Character Areas should be designed in accordance with the unique needs and function of uses within each center. Land uses that generate a high level of activity should be located within Activity Centers and should be supported by a complete transportation system. This system should include a well-defined and compact street network, enhanced public transportation service, a well-defined pedestrian environment and bicycle infrastructure that makes biking safe and convenient.

Activity Centers should be linked to adjacent neighborhoods and corridors to make access to major destinations within the activity centers safe and convenient. Where Activity Centers share an edge with a neighborhood, slightly higher-density residential development should be permitted to provide a transition between higher intensity uses within the activity center and the residential areas. This transition allows for higher-density residential uses that support commercial and office uses within the activity center while also providing a natural transition in development character, building type and form.

The Activity Center Character Areas in Alpharetta include the following:

1. Downtown Activity Center
2. North Point Activity Center
3. Windward Activity Center
4. Kimball Bridge Activity Center
5. Crabapple Activity Center



Downtown Activity Center

Intent: PRESERVE and **ENHANCE** historic features and small-town character. **CREATE** a central "heart" of the city and a community destination for civic activities, shopping, businesses and residences. It is the intent to encourage a true mixed use destination that creates a walkable and vibrant community center.

General Description: Downtown Activity Center Character Area is the historic center of Alpharetta and includes a mix of commercial, office, residential and civic uses. Mixed-use, "traditional main street" buildings along with single-use activity on individual lots defines the general development pattern. The street network is composed of linear streets with short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or landscaping to frame the street.

Green space is limited on individual lots and is instead primarily located in shared spaces such as along street edges or in public parks. Neighborhood and community parks take the form of pocket parks, plazas and greens which provide recreation and community gathering opportunities. Streetscape enhancements that include wide sidewalks, street furniture, street trees and other plantings are necessary to define and enhance the character of streets.

Connectivity is high for vehicles, pedestrians, bicycle users and public transit riders. Roadway cross sections are typically defined by the roadway, curb and gutter, sidewalks and a well-defined pedestrian environment.

Future development should emphasize a strong concentration of activity along Main Street, Milton Avenue, and Academy Street surrounded by a mix of residential and commercial uses generating a high level of activity and reinforcing a walkable, downtown development pattern. The vision for the downtown district is to preserve and strengthen the historic core of Alpharetta through the strategic protection of historic resources and integration of complementary new development. Central to this strategy is expanding the mix of retail, restaurant, and professional uses in downtown while providing new distinct housing opportunities.

The downtown district is intended to be the most walkable area within Alpharetta. A generous network of sidewalk and bicycle facilities should be integrated with existing and new green spaces and streetscapes creating a safe and pleasant walking environment that makes the area a destination. Significant historic buildings and sites should be enhanced with appropriate maintenance and rehabilitation while adding vertical mixed-use buildings that make downtown a vibrant town center.

Application: Downtown Activity Center Character Area is centrally located within Alpharetta with Main Street/GA-9 passing north to south through the center of the character area, as shown in the Future Development Map. It is primarily zoned for a mix of residential, office, commercial and mixed use and is envisioned to evolve as a compact, walkable mixed-use town center with a mix of office, commercial, residential and civic uses.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys and side streets
- Shallow setbacks are generally 10 feet or less in depth
- High lot coverage with large building footprint in relation to lot size

Density/Intensity

- High density/intensity
- 1 to 4 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- High pedestrian and bicycle connectivity with sidewalks and bikeways
- High vehicular connectivity with linear streets and moderate to short distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- 2015 Downtown Master Plan
- Downtown Circulation Plan
- Downtown Zoning/Incentive Package
- Upper Foe Killer Creek Watershed Study
- Big Creek Watershed Study

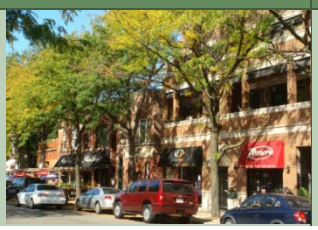
Future Land Use Categories with Compatible Zoning Districts

- See Alpharetta Downtown Code for development guidance.
- Low Density Residential: R-15, R-12 and CUP[42]
- High Density Residential: R-8A, R-10M, CUP[43] and DT-R
- Central Business District: C-2, MU, DT-C, DT-MU and DT-R
- Commercial: C-1, C-2, PSC, CUP[44], DT-C and DT-MU
- Professional/Business Office: O-P, CUP[45], DT-C and DT-MU
- Public/Institutional/Education: SU, DT-C, DT-MU and DT-R
- Parks/Recreation/Open Space: OSR, SU, CUP[46]

Unique Issues and Opportunities

- Find/maintain balance between preservation of historic qualities and need for new investment and activity
- Traffic congestion
- Enhancement needed to facilitate walking, biking and transit
- Civic spaces and enhanced connections to Wills Park and Avalon needed
- Medium to high density residential development to support retail, restaurant, and entertainment
- Develop special design standards to accommodate unique signage, murals, street furniture and outdoor art

Visual Character Description

Development Pattern		Transportation	Green Space
			

[42] With single-family detached residential designation
[43] With single-family attached residential designation and multi-family residential designation
[44] With commercial designation
[45] With office and light industrial designation
[46] With open space designation

North Point Activity Center

Intent: PRESERVE the North Point area as a regional destination for shopping, jobs and entertainment, and **ENHANCE** the area with improvements and new development that supports a walkable and vibrant community destination with places to shop, work, entertain and live.

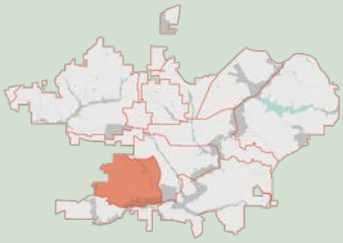
General Description: North Point Activity Center is a regional shopping and entertainment destination with a mix of commercial, office, residential and entertainment uses. Single-use activity on individual lots as well as mixed-use development defines the general development pattern. The street network has curvilinear streets and linear streets with moderate to short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure and streetscape features to frame the street.

Green space is incorporated on individual lots as well as shared spaces such as along streets or in public parks. Neighborhood and community parks take the form of pocket parks, plazas, greens and greenways and should be used for recreation and community gathering opportunities. Streetscape enhancements that include street trees and other plantings enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks, and a well-defined pedestrian environment define roadway cross sections.

Future development should emphasize connectivity, uses that generate a high level of activity and transit-oriented development that anticipates the extension of MARTA transit service to the area. It should reinforce a walkable, mixed-use destination supported by a range of housing types and transportation modes. It should also focus on expanding the street network, enhancing public transit service, creating a pedestrian-friendly environment by adding sidewalks and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center or serve as a safe and convenient connection to other destinations in the community. Expand entertainment uses and capitalize on amphitheater location.

Application: North Point Activity Center is located in the southern portion of Alpharetta with Westside Parkway, GA-400 and North Point Parkway passing south to north through the character area, as shown in the Future Development Map. The area is zoned for a mix of residential, office, commercial and industrial and is envisioned to evolve as a compact, walkable mixed-use center with a mix of office, commercial, residential and mixed use uses.



DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, side streets and frontage roads
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- Moderate to high density/intensity
- 1 to 10 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate to high vehicular connectivity with curvilinear streets and moderate to short distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- North Point Activity Center LCI Study
- Downtown Circulation Plan
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- High Density Residential: R-8A, R-10M and CUP[47]
- Commercial: C-1, C-2, PSC and CUP[48]
- Professional/Business Office: O-P and CUP[49]
- Mixed Use: MU
- Business/Manufacturing/Warehousing/Light Industrial: LI and CUP[50]
- Public/Institutional/Education: SU or other districts where specific civic uses are permitted
- Parks/Recreation/Open Space: OSR, SU, CUP[51] and other districts where specific conservation or recreation uses are permitted

Unique Issues and Opportunities

- Potential for redevelopment of commercial or under-utilized properties into mixed use developments
- Potential to extend MARTA transit service to North Point area
- GA-400 offers access from many areas of North Fulton
- Verizon Wireless Amphitheater at Encore Park and North Point Mall are unique, large-scale assets

Visual Character Description

Development Pattern		*Transportation*	*Green Space*

[47] With single-family attached residential designation and multi-family residential designation
[48] With commercial designation
[49] With office and light industrial designation
[50] With office and light industrial designation
[51] With open space designation

Windward Activity Center

Intent: PRESERVE and **ENHANCE** corporate campuses, businesses, parks and shopping areas as well as connectivity to neighborhoods, activity centers and other communities with vehicular, pedestrian, bicycle and public transportation improvements. **CREATE** development and redevelopment that supports the office character of the area and also includes complimentary uses, such as daily convenience retail, restaurants, health clubs and medium and high density residential, to provide convenient access to daily goods and services as well as jobs and living opportunities.

General Description: Windward Activity Center is a regional employment hub with a significant corporate presence. Corporate campuses, business parks, and single use activity on individual lots defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections define the street networks. Buildings have deep to shallow setbacks and use the building structure or streetscape features to frame the street.

Green space is provided within corporate campus properties, on individual lots, and in shared spaces such as along streets or in public parks. Neighborhood and community parks take the form of pocket parks, plazas, greens and greenways and provide recreation and community gathering opportunities. Streetscape enhancements that include street trees and other plantings may also define and enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians, bicycle users and public transit riders. Roadway, curb and gutter, sidewalks and a well-defined pedestrian environment typically define roadway cross sections.

Future development should emphasize connectivity and accommodate the unique needs of corporate campuses, business parks and the overall mixed use environment. It should balance and enhance transportation options and take advantage of the MARTA Park-and-Ride service that connects the area to the larger metro region. Key focus areas include expanding the street network, enhancing public transit service, creating a pedestrian-friendly environment by adding sidewalks and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center and also serve as a safe and convenient connection to other destinations in the community.

Application: Windward Activity Center is located along the east side of GA-400 in northeast Alpharetta, as shown in the Future Development Map. The area is zoned for a mix of office, residential or is part of a planned community development. The area is envisioned to continue to evolve as a business center, with commercial, mixed use and residential clustered at the intersection of GA-400 interchange along Windward Parkway.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys, side streets and frontage roads
- Deep to shallow setbacks are generally 20 feet or greater in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size

Density/Intensity

- Moderate density/intensity
- 1 to 10 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate to high vehicular connectivity with curvilinear streets and moderate to short distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Big Creek Watershed Study

Future Land Use Categories with Compatible Zoning Districts

- Very Low Density Residential: R, R-22
- High Density Residential: R-8A, R-10M and CUP[52]
- Corporate Campus Office: O-I and CUP[53]
- Commercial: C-1, C-2, PSC and CUP[54]
- Mixed Use: MU
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[55]

Unique Issues and Opportunities

- Near GA-400 and residential areas
- Significant corporate presence
- Traffic congestion along major roads
- MARTA Park-and-Ride provides a public transit connection to other areas of Metro Atlanta

Visual Character Description

Development Pattern	Transportation	Green Space

[52] With single-family attached residential designation and multi-family residential designation
[53] With office and light industrial designation
[54] With commercial designation
[55] With open space designation

Kimball Bridge Activity Center

Intent: PRESERVE and **ENHANCE** corporate campuses, businesses, parks and shopping areas as well as connectivity to neighborhoods, corridors and other communities with vehicular, pedestrian, bicycle and public transportation improvements. **CREATE** development and redevelopment that incorporates a variety of businesses, employment opportunities, retail and commercial services as well as residential options, particularly near Downtown

General Description: Kimball Bridge Activity Center includes a mix of commercial, office, residential and civic uses. The general development pattern is defined by corporate campuses, business parks and single use activity on individual lots. The street network has curvilinear streets and moderate to short distances between intersections. Buildings have moderate to shallow setbacks and use the building structure or streetscape features to frame the street.

Green space is accommodated within corporate campuses, on individual lots as well as shared spaces such as along streets or in public parks. Neighborhood and community parks take the form of pocket parks, plazas, greens and greenways that provide recreation and community gathering opportunities. Streetscape enhancements that include street trees and other plantings are appropriate to define and enhance the character of streets.

Connectivity is moderate to high for vehicles, pedestrians, bicycle users and public transportation riders. Roadway cross sections are typically defined by the roadway, curb and gutter, sidewalks and a well-defined pedestrian environment.

Future development should emphasize connectivity and accommodate the unique needs of corporate campuses and business parks, as well as commercial and residential areas. Focus should be on expanding the street network, enhancing public transportation service, creating a pedestrian-friendly environment by adding sidewalks, and supporting bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential, office and commercial areas to major destinations within the activity center or serve as a safe and convenient connection to other destinations in the community.

Application: Kimball Bridge Activity Center is located along GA-400 in central Alpharetta. It is generally bound by the Kimball Bridge Neighborhoods, the South Main and Old Milton Corridors, and the North Point Activity Center. The area is zoned for a mix of office, commercial, residential or is part of a planned community development. The area is envisioned to continue to evolve as a job center and hub for major businesses. Commercial, mixed use and residential development should be clustered west of GA-400 or between North Point Parkway and the Big Creek Greenway. The Downtown Master Plan envisioned redevelopment of residential neighborhoods to occur as part of a larger land assembly, as opposed to a piecemeal, lot-by-lot approach.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys and side streets
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to high lot coverage with medium to large building footprint in relation to lot size
- Residential redevelopment approach to occur as part of a larger land assembly, not on a lot-by-lot basis, with shared green spaces and stormwater

Density/Intensity

- Moderate to high density/intensity
- 1 to 10 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks, bikeways and greenways
- Moderate to high vehicular connectivity with curvilinear streets and moderate to short distance between intersections
- Moderate to high access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- North Point Activity Center LCI Study

Future Land Use Categories with Compatible Zoning Districts

- Medium Density Residential: R-10, R-4A, CUP[56] and DT-R
- High Density Residential: R-8A, R-10M, CUP[57] and DT-R
- Corporate Campus Office: O-I and CUP[58]
- Professional/Business Office: O-P and CUP[59]
- Commercial: C-1, C-2, PSC and CUP[60]
- Mixed Use: MU
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[61]

Unique Issues and Opportunities

- Centrally located within Alpharetta
- Near GA-400 and residential areas
- Growing issue with traffic congestion along major roads at the edge of the character area as well as those that pass through the area

Visual Character Description

Development Pattern	Transportation	Green Space

[56] With single-family detached residential designation and single-family attached residential designation
[57] With single-family attached residential designation and multi-family residential designation
[58] With office and light industrial designation
[59] With office and light industrial designation
[60] With commercial designation
[61] With open space designation

Crabapple Activity Center

Intent: PRESERVE and **ENHANCE** established shopping and business destinations at a major crossroads intersection as well as connectivity to neighborhoods, corridors and other communities with vehicular, pedestrian, bicycle and public transportation improvements. **CREATE** new shopping and business opportunities that support the surrounding neighborhoods.

General Description: Crabapple Activity Center is the commercial center of the Crabapple community and includes a mix of commercial and office/professional uses.

Single-use activity on individual lots located around a major cross-roads intersection defines the general development pattern. The street network has curvilinear streets with moderate distances between intersections define the street networks. Buildings have moderate to shallow setbacks and use the building structure or streetscape features to frame the street.

Green space is largely incorporated on individual lots as in shared spaces such as along streets or in public parks. Neighborhood and community parks take the form of pocket parks, plazas and greens and should be used to enhance recreation and community gathering opportunities. Streetscape enhancements that include street trees and other plantings enhance the character of streets.

Connectivity is moderate for vehicles and public transit riders and moderate to high for pedestrians and bicycle users. Roadway, curb and gutter, sidewalks, and a well-defined pedestrian environment typically define roadway cross sections.

Future development should emphasize connectivity, neighborhood scale and uses that serve the surrounding neighborhoods. It should also focus on creating a pedestrian-friendly environment by adding sidewalks and encouraging bicycle use with infrastructure that makes biking safe and convenient. This complete transportation system should link adjacent residential areas to major destinations within the character area or serve as a safe and convenient throughway to other destinations in the community.

Application: Crabapple Activity Center is located at the western edge of Alpharetta at the intersection of Crabapple Road/GA-372 and Houze Road/GA-140, as shown on the Future Development Map. It is primarily zoned for a mix of office and commercial and is envisioned to remain non-residential. This area also includes City Court Services and some of the City's Recreation Services.

DESIGN PRINCIPLES

Site Design

- Vehicular access from private driveways, alleys and side streets
- Moderate to shallow setbacks are generally 40 feet or less in depth
- Moderate to lot coverage with medium building footprint in relation to lot size

Density/Intensity

- Moderate density/intensity
- 1 to 3 story buildings

Green Space

- Formal landscaping with built areas
- Neighborhood Parks
- Community Parks

Transportation

- Moderate to high pedestrian and bicycle connectivity with sidewalks and bikeways
- Moderate vehicular connectivity with curvilinear streets and moderate distance between intersections
- Moderate access to public transportation

Supporting Plans/Studies

- N. Fulton Comp. Transportation Plan
- 2008-13 Recreation & Parks Master Plan
- Crabapple Overlay/Northwest Overlay
- Etowah Habitat Conservation Plan

Future Land Use Categories with Compatible Zoning Districts

- Professional/Business Office: O-P and CUP[62]
- Commercial: C-1, C-2, PSC and CUP[63]
- Public/Institutional/Education: SU
- Parks/Recreation/Open Space: OSR, SU, CUP[64]

Unique Issues and Opportunities

- Neighborhood shopping and business cluster at major crossroads intersection that serves many Roswell, Milton and Alpharetta residents

Visual Character Description

Development Pattern	Transportation	Green Space

[62] With office and light industrial designation
[63] With commercial designation
[64] With open space designation

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FUTURE DEVELOPMENT MAP

The Future Development Map identifies the geographic location of the Character Areas within the City of Alpharetta (Map 1). This map is intended to guide decision making related to the physical location of development and where the most appropriate scale and intensity of development should occur. Specifically, the Future Development Map is used to guide future rezoning of property. Proposed zone change requests are reviewed for consistency with the Character Area Policy associated with the Future Development Map. While the Future Development Maps recommend land uses and development patterns for a 20-year planning horizon, it is important that they be reviewed on a regular basis to determine if amendments are needed based on changing market and demographic trends.

A table indicating the estimated quantities of land area associated with each Future Land Use classification is included in the appendix to this document.

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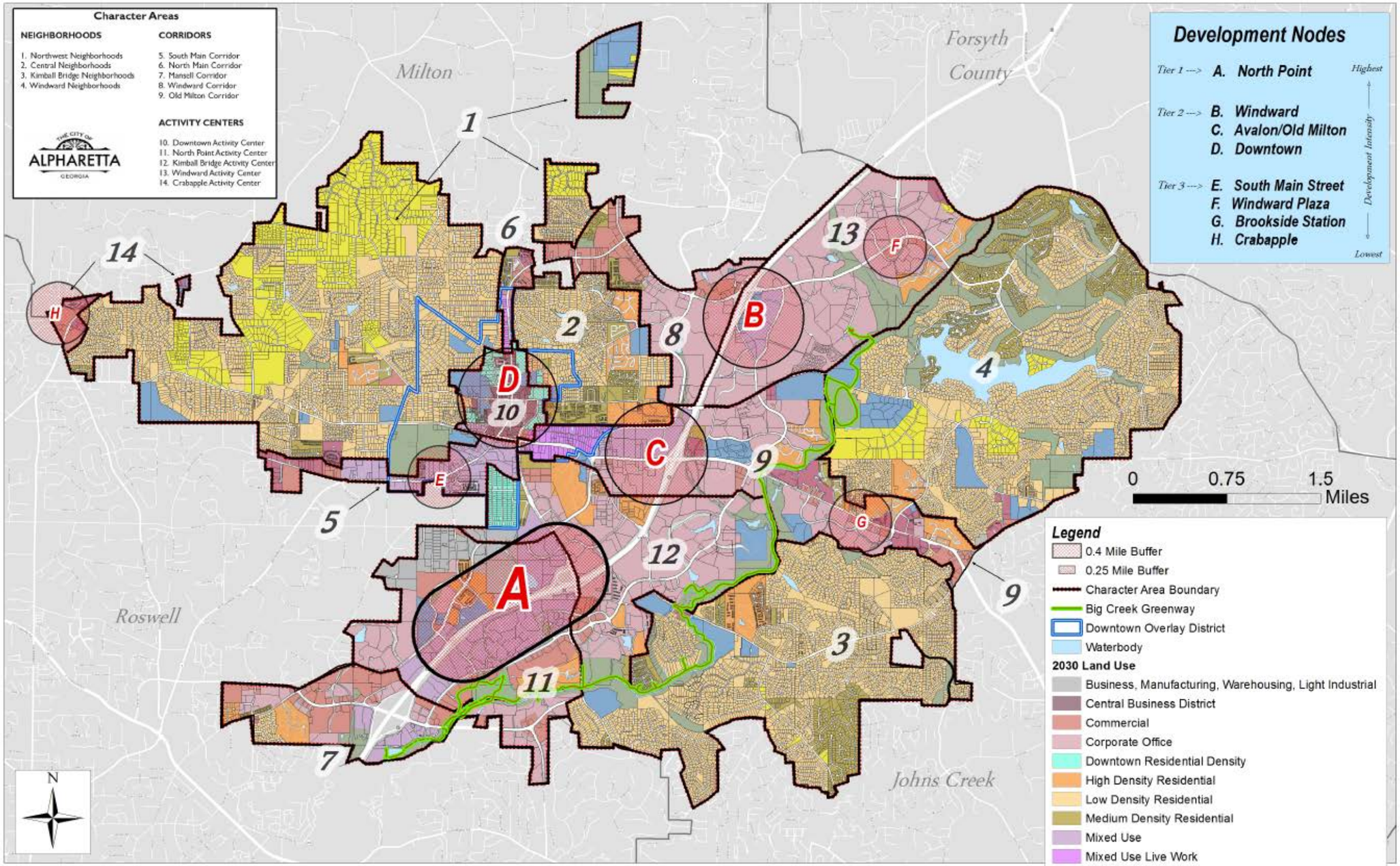
Map 1: Future Development Map



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Future Development Matrices

Table 1: Character Area Design Principles Matrix presents the design policies shown for each character area and previously individually presented within the character area narratives' "Design Principles" sidebar. The matrix allows one to compare principles defined for each character area. Table 2: Future Land Use and Zoning Matrix presents the appropriate zoning districts for future land use categories defined for each character area as previously individually presented within the character area narratives.

Table 1: Character Area Design Principles Matrix

Character Area Design Principles			Neighborhoods				Corridors					Activity Centers				
			Northwest	Central	Kimball	Windward	Old Milton	Mansell	North Main	South Main	Windward	Kimball Bridge	Crabapple	North Point	Downtown	Windward
Side Design	Vehicular Access	Private Driveways	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Alleys		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Side Streets		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Frontage Roads					✓				✓			✓		✓
	Building Setback	Deep	✓				✓	✓			✓					✓
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
		Shallow	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓
	Lot Coverage	Low	✓	✓	✓	✓										
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
		High		✓			✓	✓	✓	✓	✓	✓		✓	✓	✓
Density/ Intensity	Density/Intensity	Low	✓	✓	✓	✓										
		Moderate	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓		✓
		High		✓			✓	✓	✓	✓				✓	✓	
	Building Height	1 to 3 stories	✓	✓	✓	✓		✓	✓		✓		✓			
		1 to 5 stories								✓					✓	
		1 to 10 stories					✓					✓		✓		✓
Green Space	Landscaping	Informal	✓	✓	✓	✓										
		Formal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Park Types	Neighborhood	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
		Community	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
		Golf Course				✓										
Transportation	Connectivity (Bike/Ped)	Low	✓		✓	✓					✓					
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
		High					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Connectivity (Vehicular)	Low														
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
		High							✓	✓		✓		✓	✓	✓
	Connectivity (Public Transit)	Low	✓	✓	✓	✓										
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		High						✓				✓		✓	✓	✓
	Block Length (distance b/n intersections)	Short							✓	✓		✓		✓	✓	✓
		Moderate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Generous			✓	✓					✓					

Table 2: Future Land Use and Zoning Matrix

Character Area	Future Land Use	Zoning																								
		AG	RE	R-1	R-22	R-15	R-12	R-10	R-4A	R-8A	R-8A-D	R-10M	CUP	O-P	O-I	C-1	C-2	PSC	L-1	OSR	SU	MU	DT-C	DT-MU	DT-LW	DT-R
Central Neighbor-hoods	VLDR			✓	✓																					
	LDR					✓	✓						✓[1]													
	MDR							✓	✓				✓[2]													✓
	HDR									✓		✓	✓[3]													✓
	C												✓[4]			✓	✓	✓								
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					
Northwest Neighbor-hoods	RE	✓	✓	✓																						
	VLDR			✓	✓																					
	LDR					✓	✓						✓[1]													
	MDR							✓	✓				✓[2]													
	HDR									✓		✓	✓[3]													
	C												✓[4]			✓	✓	✓								
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					
Kimball Bridge Neighbor-hoods	LDR					✓	✓						✓[1]													
	MDR							✓	✓				✓[2]													
	HDR									✓		✓	✓[3]													
	PBO												✓[6]	✓												
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					
Windward Neighbor-hoods	LDR					✓	✓						✓[1]													
	MDR							✓	✓				✓[2]													
	HDR									✓		✓	✓[3]													
	C												✓[4]			✓	✓	✓								
	PBO												✓[4]	✓												
	BMWLI												✓[6]						✓							
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					
Old Milton Corridor	LDR					✓	✓						✓[1]													
	MDR							✓	✓				✓[2]													
	HDR									✓		✓	✓[3]												✓	
	C												✓[4]			✓	✓	✓								
	PBO												✓[6]	✓											✓	
	CCO												✓[6]	✓												
	MU												✓[7]									✓				
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					

[1] With *single-family detached residential* designation
[2] With *single-family detached residential* and *single-family attached residential* designation
[3] With *single-family attached residential* designation and *multi-family residential* designation
[4] With *commercial* designation
[5] With *open space* designation
[6] With *office and light industrial* designation
[7] With *vertical mixed use* designation (proposed)

Character Area	Future Land Use		Zoning																							
		AG	RE	R-1	R-22	R-15	R-12	R-10	R-4A	R-8A	R-8A-D	R-10M	CUP	O-P	O-I	C-1	C-2	PSC	L-1	OSR	SU	MU	DT-C	DT-MU	DT-LW	DT-R
Mansell Corridor	LDR					✓	✓						✓[1]													
	MDR							✓	✓				✓[2]													
	HDR									✓		✓	✓[3]													
	C												✓[4]			✓	✓	✓								
	PBO												✓[6]	✓												
	CCO												✓[6]		✓											
	MU												✓[7]									✓				
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					
Windward Corridor	LDR					✓	✓						✓[1]													
	MDR							✓	✓				✓[2]													
	C												✓[4]			✓	✓	✓								
	CCO												✓[6]		✓											
	PBO												✓[6]	✓												
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					
North Main Corridor	MDR							✓	✓		✓		✓[2]												✓	
	C												✓[4]			✓	✓	✓								
	PBO												✓[6]	✓											✓	
South Main Corridor	C												✓[4]			✓	✓	✓						✓		
	MU												✓[7]									✓		✓		
	PBO												✓[6]	✓										✓		
	HDR																							✓		
Downtown Activity Center	LDR					✓	✓						✓[1]													
	HDR									✓		✓	✓[3]													✓
	CBD																✓					✓	✓	✓		✓
	C												✓[4]			✓	✓	✓					✓	✓		
	PBO												✓[6]	✓									✓	✓		
	PIE																			✓	✓		✓	✓		✓
	PROS												✓[5]							✓	✓					
North Point Activity Center	HDR									✓		✓	✓[3]													
	C												✓[4]			✓	✓	✓								
	PBO												✓[6]	✓												
	MU												[7]									✓				
	BMWLI												✓[6]						✓							
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					

[1] With *single-family detached residential* designation
[2] With *single-family detached residential* and *single-family attached residential* designation
[3] With *single-family attached residential* designation and *multi-family residential* designation
[4] With *commercial* designation
[5] With *open space* designation
[6] With *office and light industrial* designation
[7] With *vertical mixed use* designation (proposed)

Character Area	Future Land Use	Zoning																								
		AG	RE	R-1	R-22	R-15	R-12	R-10	R-4A	R-8A	R-8A-D	R-10M	CUP	O-P	O-I	C-I	C-2	PSC	L-I	OSR	SU	MU	DT-C	DT-MU	DT-LW	DT-R
Windward Activity Center	VLDR			✓	✓																					
	HDR									✓		✓	✓[3]													
	C												✓[4]			✓	✓	✓								
	PBO												✓[6]	✓												
	MU												✓[7]									✓				
	CCO												✓[6]						✓							
	PIE												✓							✓	✓					
	PROS												✓[5]							✓	✓					
Kimball Bridge Activity Center	MDR							✓	✓				✓[2]													✓
	HDR									✓		✓	✓[3]													✓
	CCO												✓[6]		✓											
	PBO												✓[6]	✓												
	C												✓[4]			✓	✓	✓								
	MU												✓[7]									✓				
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					
Crabapple Activity Center	PBO												✓[6]	✓												
	C												✓[4]			✓	✓	✓								
	PIE																			✓	✓					
	PROS												✓[5]							✓	✓					

[1] With *single-family detached residential* designation
[2] With *single-family detached residential* and *single-family attached residential* designation
[3] With *single-family attached residential* designation and *multi-family residential* designation
[4] With *commercial* designation
[5] With *open space* designation
[6] With *office and light industrial* designation
[7] With *vertical mixed use* designation (proposed)

Quality Community Objectives

The Quality Community Objectives (QCO) analysis presented in Table 3 identifies the QCOs pursued by each character area. The Georgia Department of Community Affairs (DCA) adopted QCOs to measure how communities preserve their unique resources while accommodating future development. The QCOs are as follows:

Traditional Neighborhood – Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

Infill Development – Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Sense of Place – Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

Transportation Alternatives – Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Regional Identity – Regions should promote and preserve an "identity," defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

Heritage Preservation – The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.

Open Space Preservation – New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

Environmental Protection – Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Growth Preparedness – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Appropriate Businesses – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Employment Options – A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Housing Choices – Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.

Educational Opportunities – Educational and training opportunities should be readily available in each community to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

Regional Cooperation – Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.

Regional Solutions – Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Table 3: Quality Community Objectives/Character Area Analysis Matrix

Quality Community Objective	Open Space	Neighborhoods				Corridors					Activity Centers				
		Northwest	Central	Kimball Bridge	Windward	Old Milton	Mansell	North Main	South Main	Windward	Kimball Bridge	Crabapple	North Point	Downtown	Windward
Traditional Neighborhoods			✓			✓					✓	✓	✓	✓	✓
Infill Development			✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sense of Place						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Transportation Alternatives	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Regional Identity	✓												✓	✓	
Heritage Preservation	✓	✓	✓					✓	✓	✓		✓	✓	✓	
Open Space Preservation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Environmental Protection	✓														
Growth Preparedness		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Appropriate Businesses						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Employment Options						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Housing Choices			✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Educational Opportunities							✓	✓	✓	✓		✓	✓	✓	✓
Regional Cooperation	✓					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

PART
3

IMPLEMENTATION

Presents the short-term work program, long range project list and plan maintenance outline designed to implement the Community Vision

The Implementation Program outlines the overall strategy for achieving the Community Vision for Future Development and for implementing the future development guide. This section identifies the specific measures to be undertaken by each jurisdiction to implement the Community Agenda. The Implementation Program includes the following elements:

- Implementation Tools
- 2017 -2021 STWP
- Policy Statements
- Plan Maintenance
- Report of Accomplishments

IMPLEMENTATION TOOLS

The city has several tools that are or that can be used to manage and shape the development of the city. A summary of these tools is below and includes the Unified Development Code, detailed planning studies, Capital Improvements Program, and inducements

Unified Development Code

The Unified Development Code (UDC) is a valuable and necessary tool for the implementation of the Comprehensive Plan and for the creation of quality developments within Alpharetta. It combines the land use regulatory aspects of a zoning ordinance with the land development aspects of subdivision regulations. The UDC regulates the use of the lot, lot size, building bulk and height, and setbacks. In addition, the UDC regulates the manner in which land may be subdivided to ensure that each subdivision meets standards as to minimum block and lot sizes, streets, relationship to existing streets, and provisions for open space, schools, and other public facilities.

Detailed Planning Studies

Detailed plans, such as the Downtown Master Plan, Livable Centers Initiative plans, Solid Waste Management Plan, Park and Recreation Plan, Major Thoroughfare Plan, streetscape plans, small area studies and design guidelines may be adopted as implementing measures of the Comprehensive Plan. These are more detailed planning studies for specific goals and policies described within the plan. The facility improvements recommended by these plans will conform to the overall Comprehensive Plan.

Capital Improvements Program

The Alpharetta Capital Improvements Program (CIP) provides the link between the planning effort and the operational budget of the City. Capital improvement programming is the scheduling of selected physical plans and facilities over a five-year period. These improvements are based on a series of priorities, according to the need for such improvements and the present and expected financial capabilities. The CIP also provides the basis for substantiating impact fees in the community. Currently, the City charges an impact fee for road improvement projects, parks and recreation projects, and public safety projects.

Inducements

The City can implement inducements to encourage certain types of private development that will contribute significantly to the public good. Several development options, such as point systems that promote good design and protection of natural resources, a performance based system and an overall streamlining of the regulatory process, have been the focus of the development regulations. Typically these inducements relate to the creation of favorable financial arrangements, including:

- Low-interest loans
- Tax exemptions
- Fee waivers
- Aids in land acquisition, or
- Direct subsidy payments.

At times land use controls may provide positive inducements to develop in a more favorable manner. For example, in community unit plans where large parcels may be developed with more latitude as to site development, there is much more attention to common areas and open space than would be possible through traditional zoning controls on residential densities.

SHORT TERM WORK PROGRAM

The Short-Term Work Program (STWP), shown in Table 4, identifies specific implementation actions the city or other entities intend to take during the first five-year timeframe of the planning period. This includes programs, ordinances, administrative systems, community improvements or investments, and financing arrangements or other programs/initiatives to be put in place to implement the Community Agenda. The subsection titled "Description of Specific Actions" provides additional detail for the major actions presented in the STWP. For each action the STWP outlines the following information:

- Brief description
- Timeframe for undertaking the activity (2017-2021)
- Responsible party for implementing the activity
- Cost estimate
- Funding source

Table 4 Short Term Work Program 2017-2021

Activity	Year	Responsible Party	Cost Estimate	Funding Source
Community Facilities				
Parking Garage (west side of Main Street) – Planning, construction drawings, and construction	2017	Public Works Dept.	$7,200,000	City, GO Bond Funds
Construct of Surface Parking Lot (west side of Main Street)	2017	Public Works Dept.	$1,125,771	City
Downtown Enhancements	2017-2021	Public Works Dept.	$182,000	City
Public Safety Headquarters Expansion	2017	Public Safety	$2,700,000	E911, DEA, City. Impact Fees
Eastside Community Center/YMCA Partnership	2017	Rec. & Parks Dept.	$2,500,000	City, GO Bond Funds
Synthetic Turf Fields (replacement)	2018,2020	Rec & Parks	$1,000,000	City
Economic Development				
Economic Development Toolbox – Local incentives for new or growing businesses that demonstrate a serious economic impact through job creation and capital investment	2017-2021	Admin.	$520,300	City
Transportation				
Intersection Improvements:				
Pedestrian Intersection Improvements (design)	2017	Public Works Dept.	$60,000	City
Rucker Rd Corridor Improvements	2017	Public Works Dept.	$16,000,000	GO Bonds, Impact Fees, City
Kimball Bridge Rd Congestion Mitigation (North Point Pkwy to Waters Rd)	2017	Public Works Dept.	$9,000,000	GO Bonds, City
Windward Pkwy Corridor Improvements (S.R. 9 to Westside Pkwy)	2017	Public Works Dept.	$2,000,000	GO Bonds, City
Lily Garden Terrace (Trailer St) Extension (Construction)	2017	Public Works Dept.	$1,500,000	GO Bonds, City
Sidewalks:				
Unallocated Improvements	2017, 2020-2021	Public Works Dept.	$7,060,500	GO Bonds, City
Land Use				
Planning Updates – Updates to the City's master plans, LCI's, and other planning documents	2017-2021	Comm. Dev. Dept.	$260,000	City, Grants
Natural, Historic and Cultural Resources				

Activity	Year	Responsible Party	Cost Estimate	Funding Source
Alpharetta History Room	2017	Admin	$250,000	City
Parkland Acquisition	2017	Rec & Parks	$7,000,000	GO Bond Funds, Impact Fees
Stormwater Studies	2017-2021	Public Works Dept.	$780,700	City
Stormwater Enhancement Projects	2018-2021	Public Works Dept.	$812,080	City
Alpharetta Arts Center Development	2017	Rec & Parks	$1,500,000	GO Bond Funds, City
Wills Park Pool Renovation	2017	Rec & Parks	$4,000,000	GO Bond Funds, City
Greenway Extension to Forsyth County	2017	Rec & Parks	$6,500,000	GO Bond Funds, City
Senior Citizen History Project	2017-2021	Admin	$130,000	City
Downtown Sculpture Program	2017	Admin	$75,000	City
Downtown Beautification/Façade Improvement Program	2019	Admin	$100,000	City
Northwinds Parkway Street Lights	2017	Public Works Dept.	$210,000	City

POLICY STATEMENTS

Vision Theme: Economic Development (ED)

ED Goal: Strengthen and sustain the economic base of Alpharetta.

- ED Policy 1: Maintain a highly viable, growing and attractive downtown.
- ED Policy 2: Attract highly-skilled and professional-level employment to corporate and industrial development areas while also focusing efforts to retain and grow existing quality businesses.
- ED Policy 3: Continue to attract quality retailers for commercial areas throughout the city.
- ED Policy 4: Maintain a high aesthetic standard and enhance architectural quality.
- ED Policy 5: Participate in regional efforts that support economic development.

Vision Theme: Land Use (LU)

LU Goal: Develop a land use pattern and structure that fully complements the vision of Alpharetta as a signature community in the region.

- LU Policy 1: Encourage the continued revitalization and redevelopment of Downtown Alpharetta for culture, government, dining, residential, entertainment, and retail diversity.
- LU Policy 2: Ensure that future land use and development decisions are consistent with the Comprehensive Plan and that such decisions promote social and economic well-being.
- LU Policy 3: Promote establishment of a compact urban area and assure the availability of utilities concurrent with development.
- LU Policy 4: Preserve and protect the quality of existing neighborhoods proactively through code enforcement and land use decisions that protect neighborhood integrity of these areas.
- LU Policy 5: Require subdivision design that fosters a sense of community and promotes pedestrian mobility, community recreation and an abundance of public open space.
- LU Policy 6: Support the success and expansion of employment centers.
- LU Policy 7: Ensure context-sensitive infill and redevelopment.
- LU Policy 8: Support mixed-use neighborhood and community centers.
- LU Policy 9: Promote redevelopment of highway corridors into pedestrian-friendly, mixed use environments.

Vision Theme: Transportation (T)

T Goal: Provide a transportation system that continues to keep pace with growth and integrates various modes of travel in order to allow mobility options.

- T Policy 1: Increase transportation accessibility and mobility.
- T Policy 2: Provide multi-modal transportation options.
- T Policy 3: Improve transportation safety and neighborhood livability.

- T Policy 4: Improve the environment and air quality.
- T Policy 5: Maintain and preserve the existing transportation system.
- T Policy 6: Develop a network of interconnected streets to provide more access routes and less dependence on the arterial and major collector street system.
- T Policy 7: Maintain active involvement in state and regional transportation planning activities.

Vision Theme: Housing (H)

H Goal: Capture the major market share of executive housing while providing opportunities for first-time home buyers and quality rental options

- H Policy 1: Promote and encourage residential densities and designs that ensure varied living areas and housing types.
- H Policy 2: Maintain a balance between 'owner-occupied' and 'renter-occupied' in Alpharetta such that at least 68% of the housing stock is 'owner-occupied'.
- H Policy 3: Preserve the character of distinct residential areas.
- H Policy 4: Consider the balance of residential development on the east and west sides of the city.
- H Policy 5: Design quality and long-term value into residential development to maintain appearance and property values.
- H Policy 6: Assure that people who work in Alpharetta have the opportunity to live in Alpharetta by maintaining a housing-to-jobs balance.
- H Policy 7: Promote opportunities for "aging in place".

Vision Theme: Natural, Cultural and Historic Resources (NHCR)

NHCR Goal: Protect and nurture natural, cultural and historic resources.

- NHCR Policy 1: Protect the natural, historic and scenic qualities of the city, including water resources.
- NHCR Policy 2: Promote environmental awareness through education.
- NHCR Policy 3: Permanently protect existing greenspace and purchase or protect additional greenspace to meet a 20% open space objective.
- NHCR Policy 4: Continue to lead by example by incorporating green, environmentally-friendly technology into the City's day-to-day operations.
- NHCR Policy 5: Encourage green building design, technology and sustainable site design.

Vision Theme: Community Services and Facilities (CSF)

CSF Goal: Provide high quality, sustainable public facilities and services for the citizens and businesses within the city

- CSF Policy 1: Encourage infrastructure development that keeps pace with growth and develops concurrently with the city's population, including water and sewer service, public safety, parks and recreation, and general government services.
- CSF Policy 2: Meet the health needs of residents through a combination of private and public sources.
- CSF Policy 3: Enhance the quality of life for residents through the provision of greenspace, parks and recreational facilities, and cultural opportunities that are convenient to all city residents.
- CSF Policy 4: Support an educational system that achieves a higher standard of learning and meets current and future population needs.
- CSF Policy 5: Support the expansion of library facilities within Alpharetta to meet the growing population needs.

Vision Theme: Intergovernmental Coordination (IC)

IC Goal: Coordinate with adjacent local governments as well as regional, state and federal agencies.

- IC Policy 1: Support coordination efforts with the county and the adjacent municipalities of Forsyth County, City of Milton, City of John's Creek and City of Roswell.
- IC Policy 2: Promote partnerships between the City and county Board of Education.
- IC Policy 3: Coordinate efforts with regional, state and federal agencies.

PLAN MAINTENANCE

The Alpharetta City Council is responsible for maintaining the *2035 Comprehensive Plan* to accurately reflect current community conditions and the community's vision and priorities for the future. Maintenance of the plan includes major and minor plan amendments, updates of the plan, or required periodic updates of the *Community Agenda*. Each is discussed in below.

Plan Review and Update

To be a useful and influential tool in guiding growth and development in the future and in ultimately realizing Alpharetta's community Vision for the future, the Comprehensive Plan must be kept current. Over time, changes will occur in the community that may not have been anticipated and over which the community may have no control—changing lifestyles, national or regional economic shifts, the impact of telecommuting or internet access on working and shopping patterns, etc. Annually monitoring these shifts against progress in plan implementation may lead to the need for amendments to the plan. At a minimum, a substantial Update will have to be undertaken five years from adoption, and a 10th year Major Update will be required after ten years, as per State requirements.

Updates to the STWP

At a minimum, the City Council must prepare and submit annual updates or five-year updates to the STWP portion of the Community Agenda. The STWP is presented in Part 3: Implementation of this plan. These updates must be submitted to ARC for review in order to maintain Quality Local Government status.

Annual Plan Review

The annual review is to be accomplished in coordination with the annual budgeting and CIE/STWP update process. At a minimum, the annual review should review:

- Pace of growth, in terms of housing units built and land absorbed by nonresidential development.
- Land development approvals over the past year as a score card of the Comprehensive Plan's Vision.
- Zoning approvals over the past year in relation to the Future Development Map.
- Future Development Plan Map changes.
- Planned Short Term Work Program activities compared to actual accomplishments.

Plan Amendments

Minor Plan Amendments

As a result of the annual plan review, amendments to the Comprehensive Plan may be appropriate. If the needed changes are strictly local and not considered to have an effect on another local government, the changes may be adopted as a minor amendment to the Plan at any time during the year by action of the City Council. At the end of each year, along with the annual update to the STWP, a summary of all minor amendments is to be sent to ARC with a statement that the individual and cumulative effects of the minor amendments do not significantly alter the basic tenets of the approved Plan.

Major Plan Amendments

If, as a result of the annual plan review process, conditions or policies on which the Plan is based have changed significantly so as to alter the basic tenets of the Plan, the City will initiate a major Plan amendment. The public will be involved in preparation of the Plan amendment to the extent warranted by the degree of change that has occurred. Following State procedural guidelines, a public hearing will be held to inform the public of the community's intent to amend the Plan, and to seek public participation.

Report of Accomplishments

The Report of Accomplishments (ROA), shown in Table 5, provides a status of each work item identified in the 2010 Short Term Work Program. The ROA identifies whether each activity was completed, postponed, or dropped, or if it is underway and provides brief explanations for dropped or postponed activities. Activities labeled "underway" include projected completion dates.

Table 5: Report of Accomplishments

Activity	Status				
	Complete	Underway	Postponed	Dropped	Notes/Reason Postponed or Dropped
Community Facilities					
Expand the Community Policing Program to continue meeting the City's level of service of 2.6 sworn officers per 1,000 residents	✓				
Develop a veterans and public safety personnel memorial park at the corner of Westside Pkwy. and Old Milton Pkwy. on the grounds of Police Headquarters	✓				
Continue expansion of the City's Greenway Program including the northernmost segment to Windward Parkway		✓			
Develop the Center for the Arts to include a 12,000 seat amphitheater, a 2,000 seat multi-use performance hall, and a 500 seat black box theater		✓			
Construct a greenway trail to enhance pedestrian connectivity between the Big Creek Greenway Wills Park and the Downtown core		✓			
Expand the Senior Activity Center		✓			
Alpharetta Community Center Phase III		✓			
Brooke Street Park design and construction	✓				
Install synthetic turf at North Park	✓				
Install synthetic turf at Wills Park		✓			
Expand the City's internal fiber optic and wireless networks		✓			
Construction and Implementation of Data Center / Network		✓			
Telephony Voice Over IP (VOIP)		✓			
Economic Development					
Through regular public meetings, complete annual updates to the Downtown Development Plan to ensure consistency of the plan with community needs and goals		✓			
Update the City's economic development action plan to ensure consistency with overall community objectives and needs		✓			
Coordinate a technology forum to encourage an environment of innovation, build linkages between technology companies with a presence in the community, and attract new technology firms		✓			
Encourage continued investment in historic downtown through façade grants and other incentives.		✓			
Transportation					
Intersection Improvements					
Mayfield Road @ Canton Street	✓				
Hembree Road and Maxwell Road	✓				

Activity	Status				
	Complete	Underway	Postponed	Dropped	Notes/Reason Postponed or Dropped
Kimball Bridge Road @ Waters Road		✓			
Webb Bridge Road @Park Bridge/Shirley Bridge		✓			
Old Milton Pkwy. @ North Point Pkwy.		✓			
Kimball Bridge Road @ North Point Pkwy.	✓				
GA-9 @ Vaughn				✓	Working with GDOT for operational improvement
Roads / Bike Lanes and Right-of-Way					
Kimball Bridge Road, bike lane and Bridge over Big Creek		✓			
Downtown connector road and bike lane between Old Milton Pkwy. and Milton Avenue		✓			
Downtown alley project	✓				
Sidewalks					
Bethany Road	✓				
Devore Road		✓			
Mid-Broadwell Road	✓				
Other					
Traffic Signal Interconnect		✓			
Traffic Control Center		✓			
Housing					
Encourage development, through a public / private venture, for the incorporation of housing in the Downtown Area		✓			
Encourage the development of a wide variety of housing types to accommodate diverse ages and income levels.		✓			
Encourage development of housing opportunities for seniors that accommodates the needs of the aging population.		✓			
Encourage and promote higher density residential development along transportation corridors.		✓			
Land Use					
Continue application of the Cost of Government Services Land Use Model to forecast fiscal impacts of land use decisions within the City		✓			
Continue integration of the City's land use and transportation plans		✓			
Pursue annexation of the remaining unincorporated islands that currently exist within the main boundaries of the City of Alpharetta and between the boundaries of the City and surrounding jurisdictions, to which we currently provide services	✓				
Natural and Cultural Resources					

Activity	Status				
	Complete	Underway	Postponed	Dropped	Notes/Reason Postponed or Dropped
Promote environmental awareness among the general public and the development community through educational programs		✓			
Study applicability of incentives such as the transfer of development rights or tax abatements to encourage preservation of greenspace		✓			
Park land acquisition		✓			
Other Considerations					
Install tornado alert sirens in newly annexed portions of the City	✓				
To enhance public safety and improve traffic movement through the City, install red light cameras at "high incident" intersections	✓				
Expand the City's Geographic Information System (GIS) capabilities and systems		✓			
General Planning					
Update and expand the computerized system for maintaining land development records, building permits, and engineering plans		✓			
Update and expand the City's GIS capabilities and systems		✓			
Revise the Capital Improvements Plan annually as part of the budget process		✓			
Develop a records management system for city-wide document storage		✓			

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APPENDIX

Table 6: Estimated Quantities of Land Area by Future Land Use Classification

Future Land Use Classification (as shown on Future Development Map)	Acreage	Percentage
Residential		
Residential Estate	0.9	0.0%
Very Low Density Residential	1,083.1	6.2%
Low Density Residential	4,891.2	28.0%
Medium Density Residential	803.9	4.6%
High Density Residential	607.5	3.5%
Non-Residential		
Commercial	662.2	3.8%
Professional Business Office	308.2	1.8%
Corporate Office	2,459.3	14.1%
Central Business District	106.0	0.6%
Mixed Use	726.8	4.2%
Business, Manufacturing, Warehousing, Light Industrial	219.3	1.3%
Civic		
Public, Institutional, Education	692.6	4.0%
Parks, Recreation, Open Space*	2,682.2	15.3%
Transportation, Communications, Utilities**	2,241.6	12.8%

* includes floodplains and lakes
** includes road rights-of-way